



**MACCABI AUSTRALIA INCORPORATED  
MEDIA & SOCIAL MEDIA GUIDELINES  
ATHLETE, OFFICIALS & SUPPORTERS  
29 November 2022**

## General Information

These Guidelines form part of the Team Membership Agreement and a failure to comply with these guidelines may result in disciplinary action being taken.

In giving interviews or engaging in social media, always use common sense and show respect for other Team members, MAI and other athletes and officials. Do not disparage or criticise others or make offensive or inappropriate comments.

Team Members are responsible for the comments Team Members make and any views expressed are your Team Members own personal views.

- Each Team member, whether an Athlete or Official, is reminded that they have agreed, as a condition of their participation in the International Games, to be filmed, televised, photographed and otherwise recorded during the International Games under the conditions and for the purposes authorised by MAI in relation to the promotion of the Games, MAI and the Maccabi movement.
- MAI relies on the common sense of all Team members who must show respect for their fellow team members, MAI, and all athletes competing in the Games, including those of the host country, in interviews and in social media activities.
- In giving any interviews or engaging in social media activities, Team members must not disparage or criticise other Team members, MAI, or, in the case of athletes or coaches, their sports performances or coaching, or disclose any confidential information of MAI or any Team member or MAI employee or volunteer.
- MAI assumes no legal liability for any comments made in public (including in interviews or posted on a social media site) by any Team member other than the Head of Delegation or their designated spokesperson, or by any third party.
- These Media Guidelines and MAI Media Policy requirements apply not only to television, radio, internet and the press but also apply to mobile telephones, cameras and other devices that transmit pictures, sound or data including all Internet based activities including all forms of social media. Cameras should only be used within Games venues for private purposes.
- These are guidelines only and may be supplemented or amended or varied by MAI or the Head of Delegation or the Head of Games Operations & Sport at any time in its or his/her absolute discretion.
- Any breach or suspected breach of these Guidelines should be reported to the Head of Delegation or Head of Games Operations & Sport or senior Team official as it becomes known.
- A breach of these Media Guidelines (including, for the avoidance of doubt, MAI's Social Media, Blogging and Internet Guidelines) will be a breach of the Team Membership Agreement. In addition to any disciplinary procedures set out in the Team Membership Agreement, MAI or the Head of Delegation or Head of Games Operations & Sport or nominated delegate reserves the right to take any measure(s) it or he/she sees fit with respect to the breach, including issuing, or requiring the Team member, a corrective or other statement relating to the matter.

## Media and Interviews

- The Head of Delegation is the spokesperson for the Team and, as appropriate, MAI. The Head of Delegation and authorised officials only, will be responsible for all official public statements in the media, including social media.
- Team Members may be requested to undertake interviews with members of the media, however, have the right to decline.
- In undertaking an interview, use common sense and show respect for fellow Team members, the host country, and reflect the values of MAI.

## Use of Social Media

Follow best practice guidelines when using social media:

- Team Members are encouraged to use social media but use it responsibly.
- Comments should reflect and enhance the MAI values, including fair play and respect for others. They must not be offensive, inappropriate, defamatory, misleading, deceptive, or illegal.
- The use social media during training or competition can detract from optimal performance and may impact on others. As such, it is recommended that the use of personal phones, tablets or other such devices in training or competition venues during the pre-competition and competition periods is managed.
- Team Members are strongly encouraged to have a plan on managing your access to personal phones, tablets, or other such devices during the Games, and to implement the plan at competitions in the lead up to the Games.
- Avoid the temptation to respond to criticism.
- Be wary of responding to controversy or matters you feel are being represented incorrectly, especially late at night during leisure activities.
- A simple joke can quickly escalate for you and the Team. Once something is posted it must be treated as “being in the public domain” – so behave accordingly, and If required, apologies should be delivered swiftly before the matter escalates.
- A comment made in social media should be a factual account of your own personal experience. It must not be offensive, inappropriate, defamatory, misleading, deceptive, or illegal.
- Team members who permit comments by the public to be made on any post, blog or website controlled by them, agree to take reasonable steps (including working with MAI), to ensure that such comments are courteous, respectful and not abusive, offensive, inappropriate, defamatory, misleading, deceptive or otherwise illegal.
- MAI reserves the right to issue a ‘take down notice’ requiring a Team member to take down a post, blog, tweet, or comment on any social media platform, in whole or part, within a specified time. A failure to comply with a ‘take down notice’ is a breach of the Team Membership Agreement.

If you have any queries concerning these Guidelines, please contact the Head of Media.