

SOCIAL MEDIA POLICY

Maccabi wishes to enable new media to be used to benefit the sport, its participants, and to applaud achievements to establish a culture of openness, trust and integrity in all online activities related to Maccabi.

SCOPE

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to all social media platforms that allow individual users to upload and share content.

This policy is applicable when using social media as:

- an officially designated individual representing Maccabi on social media; and
- if you are posting content on social media in relation to Maccabi that might affect Maccabi's business, products, services, events, sponsors, members, clubs, affiliated bodies or reputation.

This policy does not apply to the personal use of social media where it is not related to Maccabi in any way. However, any misuse of social media may still be regulated by other policies, rules or regulations.

USING SOCIAL MEDIA IN AN OFFICIAL CAPACITY

You must be authorised by Maccabi before engaging in social media as a representative of Maccabi.

As a part of Maccabi's, community you are an extension of the Maccabi brand. Therefore, it is important that you represent both yourself and Maccabi appropriately online at all times.

As such, the boundaries when you are representing yourself and when you are representing Maccabi can often be blurred.

You must not create either an official or unofficial Maccabi presence using the organisation's trademarks or name without prior approval from Maccabi. You must not use any of Maccabi's intellectual property (such as trademarks, logos or slogans) or imagery on your personal social media without prior approval from Maccabi.

GUIDELINES

You must adhere to the following guidelines when using social media related to Maccabi:

- **Use common sense**
- **Protect your privacy**
- **Be honest and upload any material under your real name**
- **Use of disclaimers where necessary**
- **Respect confidentiality and sensitivity**
- **Gain permission when publishing a person's identifiable image**

- **Comply with applicable laws**
- **Abide by copyright laws**
- **Do not post any material that relates to discrimination, sexual harassment or bullying**

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

- **Avoid controversial issues by always pointing out any misrepresentations with respect and facts**

Deal with mistakes by addressing it

- **Conscientious behaviour and awareness of the consequences**

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your position at risk.

POLICY BREACHES

Breaches of this policy may include:

- Using Maccabi's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members and its reputation.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous or includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content which would result in a breach of the rules of the game if said in person.
- Posting or sharing any content in breach of Maccabi's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.

REPORTING A BREACH

If you notice inappropriate or unlawful content online relating to Maccabi or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

INVESTIGATION AND DISCIPLINARY PROCESS

Investigations into alleged breaches of this social media policy and disciplinary procedures may be taken according to Maccabi's Member Protection Policy. Maccabi may report a breach of this social media policy to police if necessary.

Employees of Maccabi who breach this policy may face disciplinary action up to and including termination of employment.