

Social Media, Blogging and Internet Guidelines

1. Who this Applies to:

All athletes, coaches and support crew of all current Australian National Curling Teams and competitors at an ACF sanctioned event (i.e. National Championships) are bound to these guidelines.

2. Use of Social Media and Blogging sites:

a. Profile Names:

- i. If a team of any discipline wishes to make a team page on social media, the team must use their skip's surname as their team name/profile name.

For example: Team Smith for disciplines of four players OR Team Smith/Jones for mixed doubles.

Note: the female's surname is listed first followed by the male's surname for mixed doubles. If the social media site does not allow this profile name due to a conflicting profile's name, you may use a differentiating phrase following the team name such as "- Curling Team" or giving the skip's complete name such as "Team John Smith"

- ii. Under no circumstances shall the profile name or site URL state or suggest that you are the Australian Curling Team of any discipline. Instead, you are encouraged to use this in your description but must be preceded by the specific season which you are/were National Champion and written as "[year] Australian [discipline] Curling Team".

For example: 2018/19 Australian Women's Curling Team.

- iii. The Australian Curling Federation logo must not be used in any of the predominant photos unless expressed permission is granted from the ACF.

b. Postings, Status Updates, Blogs, Comments, Tweets:

Any postings made on a social media page/blog must include the relevant season and discipline if it makes a claim to be the Australian National Curling Team of any nature.

c. Child Protection Guidelines:

The Australian Curling Federation's Code of Conduct requires a child's parent or guardian to have signed the WCF media consent and/or any ACF sanctioned events media consent and/or relevant State Member Association media consent prior to any child being included in any photographs for posting on social media. Such photography is limited to photos at specific events such as training and/or competitions. **Prior consent must be obtained.**

3. Use of Fundraising Sites:

- a. Teams/players must also abide by the guideline 2.a.ii. and 2.a.iii.

- b. Teams must clearly state the purpose for which the funding will be used and should directly relate to events during the current curling season such as Nationals, PACCs, World Qualifier or World Championships.
- c. Usage of the word “Olympics”:
 - i. Referencing aspirations for the team to reach the Olympic Winter Games is completely acceptable, however, care must be taken to ensure the average reader who is unaware of the qualification process will not be led to believe that financial support will equal a spot at the Olympic Winter Games.
 - ii. If the current season of curling does not include any events which consist of Olympic Qualifying Points, the primary purpose of the funding must not be on the Olympic Winter Games. The purpose should be targeted at other events such as Nationals, PACCs, World Qualifier or World Championships.
 - iii. The ‘Olympics’ is a brand and is to be protected. Please refer to the Olympic Insignia Protection Act 1987 to ensure compliance. This is particularly important when seeking sponsorship. Details can be found at:
<https://www.legislation.gov.au/Details/C2018C00365>

4. Upholding our Reputation:

The Australian Curling Federation encourages the appropriate use of social media and blogging to promote players, teams, sport and federations. To ensure these parties are promoted appropriately, all social media comments, postings, photos, video, audio, blogs, tweets or status updates must not be construed as negative or derogatory towards others, nor damaging to the reputation of themselves, others, the sport, the federations or any other stakeholders. This further applies to any interviews or statements provided for the public domain.

Please note that any written or spoken material in any domain is your own and not a reflection of the Australian Curling Federation. You must not make comments that you are expressing views nor speaking on behalf of the Australian Curling Federation unless expressed permission is granted by the president or vice-president.

The members of the Executive have the authority to issue a removal notice at their discretion for any form of social media posting, comment or blog which does not meet the aforementioned guidelines. If you are unsure of your use of the wording on your social media page, please contact the Australian Curling Federation Executive for assistance.

5. Amendments of Guidelines:

The Australian Curling Federation Executive has the right to update these guidelines at any time. The guidelines will be distributed to all current Australian National Curling Teams and competitors at any ACF sanctioned event who will be bound to the amended guidelines.