



Papua New Guinea Olympic Committee
Social Media Guidelines and Policy

SOCIAL MEDIA GUIDELINES AND POLICY OVERVIEW

These **guidelines and policy** cover the setting up and use of **social media** accounts by those selected to represent Team PNG Papua New Guinea at the Olympic Games, Youth Olympic Games, Commonwealth Games and Commonwealth Youth Games, Pacific Games and Pacific Mini-Games; inclusive of athletes, staff, volunteers and officials (**Team PNG**).

The Papua New Guinea Olympic Committee (**PNGOC**) represents both the Olympic, Commonwealth and Pacific Games Movements in Papua New Guinea with the organisation's mission being:

“To provide the required resources for elite athletes and officials to excel in organized sporting competitions at international levels, including the Pacific Games, the Commonwealth Games and the Olympic Games”

Social Media can both abet and hinder this goal. By adhering to these guidelines, we can work together to ensure we:

- Inspire Papua New Guineans and make them proud
- Develop stronger personal, sporting body and wider Team PNG brands
- Go into games and come out of games with reputation intact
- Individually take responsibility for our online reputation
- Are knowledgeable and understand how social media works

SOCIAL MEDIA GUIDELINES

IF DONE WELL SOCIAL MEDIA CAN:

- improve your personal brand
- give you the opportunity to tell your story FIRST hand, using YOUR voice
- give additional value to sponsors / potential sponsors
- enhance future job prospects
- share your sport and story with PNGOC fans

IF DONE POORLY SOCIAL MEDIA CAN

- harm the reputation of: You, Team PNG, Sport and the Nation
- affect those that came before you and those that come after (Legacy)
- disengage youth or fans with your sport
- have legal ramifications
- lose sponsorship

BE AWARE

- of your influence as an opinion leader
- of entering into conversations that could implicate you with an issue or negative situation
- of demonstrations of a political, religious or social propaganda that many draw unwanted attention to you or your team mates
- of posting while under emotional stress (pre/post competition) or under the influence of alcohol
- of your surroundings. These days most people have smart-phones which can take and upload photos from anywhere
- that despite privacy settings and how well you think you have hidden a post / removed it... It **MAY** be found and it can, generally speaking, **BY LAW** be made **PUBLIC** (eg. third parties (including media) could access your Social Media page and view your personal information (including pictures, videos, comments and posts))
- of Cyber-Bullying, not just of yourself but of anyone and any situations that may affect the Team PNG or PNGOC (refer to Appendix A)
- of image copyright laws and video restrictions (refer to Imagery and Moving Footage below)
- that what you may not consider offensive or unacceptable, could be offensive or unacceptable to others;
- of not posting your email, address, telephone number(s), or other personal information as it could lead to unwanted attention, stalking, identity theft, etc (refer to Security below)
- of who you add as a friend on Facebook / Social Media
- of people who may be seeking information for sports-betting purposes
- of the implications that arise from posting on or joining online "groups" set up for defamatory reasons.

RESPECT AND RESPONSIBILITY

The key to social media success is having respect for your audience and getting respect in return. To gain respect, you must be honest, dignified and have an understanding of the community you are engaging with.

Respect and know your audience =

- Fans (of all ages)
- Friends and Family
- Media / Bloggers
- Wider PNG Team
- Sponsors
- Those who have walked before you
- Other athletes

Respecting the high performance culture of the Team PNG is just as important in the online world, as it is day to day during competition. Before putting anything online, think of whether it will detract from the wider team's high performance focus or your role as a high performance athlete or support personnel.

If you are ever in doubt of the appropriateness of your online public material, consider whether it upholds and positively reflects your own values and ethics as well as the Team PNG and PNGOC. Remember, always present a positive image and do not do anything to embarrass yourself, your sport, Team PNG or the PNGOC.

All members of the Team PNG need to take responsibility for any comments or posts made on social media and their repercussions.

FRIENDS AND FAMILY

As a member of the Team PNG, the PNGOC asks that you sit down and discuss these guidelines and policy with your friends and family as they need to understand the importance of online reputation to you and the wider Team PNG.

SECURITY

For your own safety, please keep the following recommendations in mind as you participate in Social Media:

- set your security settings so that only your friends can view your profile;
- you should not post your email, home address, local address, telephone number(s), or other personal information; and
- be aware of who you add as a friend to your Social Media website.

IMAGERY AND MOVING FOOTAGE

Photos that you take yourself may be posted online from any Games venue and the Village, however these cannot be sold for commercial gain.

During a 'Games Time' period, generally from the Opening to the Closing of an Olympic, Commonwealth or Pacific Games (including Youth Games), rules and restrictions may apply to the use of moving footage from within accredited games venues.

No video or audio recorded from any Games venue (including the Opening/Closing Ceremony) and the Village may be shared online, inclusive of Instagram 'Instavid". There is no restriction on sharing video or audio recordings taken outside Games venues, as long as it meets our other guidelines.

Please be aware of Games social media guidelines produced by the organising committee.

1. SOCIAL MEDIA POLICY

For the purpose of this policy the Papua New Guinea Olympic Committee defines the term "Social Media" being:

All Websites and applications that enable users to create and share content or to participate in online social networking.

1.1 To the extent relevant, this Policy states that, you:

a) are entitled to make public comment or communicate on social media relating to your personal preparation for the Games (as relevant), or the Games itself, providing those comments or communications comply with the remainder of this policy;

b) are able to express your own personality and personal brand in any way you choose so long as that expression complies with the remainder of this policy;

c) (for athletes) are able to use social media at any time during your preparation for and during Games time, providing it does not interfere with your high performance focus and is in line with your sporting body (NF) guidelines / restrictions;

d) are not to make or endorse any public statements that may have a negative effect on any member of the actual or potential Team PNG either at or in the build-up to the Games;

e) (for athletes) do not present yourself in any way on Social Media that brings into question the high performance attitude, of you or the wider Team PNG;

f) do not use the Games or PNGOC protected marks (including Team PNG) on any social media, blog or internet platform, other than the PNGOC's Games Mark, which you may use in certain situations with the PNGOC's prior written approval;

g) are not to create an actual or implied connection between any personal sponsors and the Team PNG, PNGOC, its Commercial Partners, Games Federations, or the Games in Social Media;

h) acknowledge and accept that the spokesperson on all matters concerning the Team is the Chef de Mission who may delegate responsibility for this role to any other official of the Team from time to time;

i) do not enter into or start Social Media conversation that brings you, the PNGOC, the Commercial Partners, the Games, Team PNG, or any member of the Team into disrepute;

j) do not associate yourself, contribute to or condone any Social Media platform or conversation that may have a negative effect on any person, whether a member of the Team or not;

k) do not pass off your own personal views as those of the PNGOC, the Commercial Partners, the Games, Team PNG, or any member of the Team on Social Media;

l) agree to take responsibility for all comments and imagery / moving footage posted on both personal and public Social Media accounts (including immediately removing all posts or comments made by other people on your Social Media page which are, or could be, in breach of this Policy);

m) agree that you must comply with all relevant laws and regulations globally (especially laws governing copyright and fair use of copyrighted material owned by others and laws governing privacy);

n) agree not to post offensive or inappropriate material on Social Media. Examples of inappropriate and offensive behaviour may include the following:

- photos, videos, comments or posts showing the personal use of alcohol and drugs;
- photos, videos, posts and comments that are of a sexual nature;
- pictures, videos, comments or posts that condone drug-related activity; and
- content that is unsportsmanlike, derogatory, demeaning or threatening toward any other individual or entity. No posts should depict or encourage unacceptable, violent or illegal activities; and

o) agree that you must not disclose any information that is confidential or private in relation to any athletes, Team PNG or the PNGOC.

1.2 Alert team management immediately if you become aware of inappropriate online conduct or Cyber-Bullying.

1.3 You must abide by the Social Media Policy as imposed by the Games Organising Committee.

1.4 You understand that if by any act or omission you have caused a breach of any of the above provisions, sanctions may be imposed upon you in accordance with this Policy.

2. BREACH OF SOCIAL MEDIA POLICY

2.1 Where the PNGOC or Chef de Mission has reason to believe that a Social Media Policy breach has or may have occurred, the PNGOC or Chef de Mission shall, the matter will be dealt with as a disciplinary proceeding in accordance with the PNGOC's Disciplinary Guidelines.

Appendix A

Cyber-Bullying

While freedom of speech is important in contemporary Papua New Guinea society, it has led to questions around the best way to control and sanction behaviours that lead to Cyber-Bullying.

The Papua New Guinea Olympic Committee does not condone Cyber-Bullying under any circumstance and will take action, in accordance with this Policy, against any member/s of the Team PNG seen to be engaging or participating in any form of online harassment.

The PNGOC defines Cyber-Bullying as:

"The use of electronic devices and information, such as social media, online forums, e-mail, instant messaging (IM), blogging and text messaging to send or post cruel, defamatory or harmful messages or images/video about an individual or group."

Cyber-Bullying includes communications that seek to:

- Insult
- Intimidate
- Humiliate
- Manipulate
- Falsely discredit
- Threaten
- Harass
- Provoke - using racial, prejudice, sexual, or ethnic slurs

A cyberbully may be known to the target or be a stranger. A cyberbully may be anonymous and may encourage involvement of other people online who may not even know the target.

Cyber-Bullying Prevention and Reporting

The PNGOC urge every member of the Team PNG to be aware of the above cyber-bullying characteristics. Often actions of cyberbullies are deliberate and repeated, so the best way to prevent ongoing incidents is by speaking out and reporting to Team PNG or PNGOC Management.

Do not enter into conversations online that could implicate you, even if you think you might be able to help the situation.

Report Process:

1. Capture the Cyber-Bullying incident (via screenshot, saving etc)
2. Report incident to TeamPNG or PNGOC Management via email or phone call. (During games time you will receive a list of appropriate numbers to call)
3. Remove yourself and encourage others to remove themselves from the conversation.

If you are the victim:

If you are a victim of cyber bullying, make sure to record (via screenshot) and report all incidents of cyber-bullying. Do not respond to threatening or defamatory messages, and never open or engage with messages from sources you do not recognise.

Other actions victims can take:

- Blacklist or whitelist e-mail accounts (the filtering out of spam and unwanted emails)
- Increase the privacy settings of your social media accounts
- Change your ISP
- Change your mobile phone number
- Report within your the social media account:

Facebook timeline posts:

- ⇒ Select drop down on top right hand corner of post
- ⇒ Click "I don't like this post"

Facebook messages:

- ⇒ Open conversation
- ⇒ Click "actions" cog at top of message
- ⇒ Click "report spam or abuse"

Twitter messages:

⇒ Find the offending tweet

⇒ Click ... (more)

⇒ Click 'Block or report'

The Papua New Guinea Olympic Committee will take Cyber-bullying very seriously and sanctions as set out under this Policy will apply.

Appendix B Games Specific Social Media Policy(*if applicable*)