

TENNIS SOUTH AFRICA NPC
SOCIAL MEDIA POLICY



TENNIS
SOUTH AFRICA

TABLE OF CONTENTS

<u>No.</u>	<u>Clause Heading</u>	<u>Page</u>
1.	PURPOSE OF THIS POLICY	3
2.	SCOPE OF THIS POLICY	3
3.	DEFINITIONS	4
4.	CONDITIONS FOR USE OF SOCIAL MEDIA	5
5.	ALLEGED BREACHES AND/OR BREACHES OF THIS POLICY	7

TENNIS SOUTH AFRICA SOCIAL MEDIA POLICY

1. PURPOSE OF THIS POLICY

- 1.1 People have always been looking for ways to connect and network with each other. In this age of digitisation, people have found ways to be socially active on the internet, various social media platforms and via their mobile devices.
- 1.2 TSA recognizes and appreciates the value of social media as a communication tool for the tennis community to engage, network, communicate and learn.
- 1.3 The purpose of this Policy is to set expectations for appropriate behaviour and ensure that a TSA Member's or Covered Person's posts do not cause harm to others nor expose TSA and/or the TSA Member and/or the Covered Person to legal complications, consequences and/or public embarrassment. Not only is the purpose of this Policy to protect TSA Members and Covered Persons, it also aims to educate the tennis community about the use of Social Media in a responsible, appropriate and safe manner.
- 1.4 TSA Members and Covered Persons communicate their opinions and any other content on Social Media at their own risk and such individuals may be held personally liable for any content appearing on their personal Social Media platforms which breach this Policy.

2. SCOPE OF THIS POLICY

- 2.1 This Policy applies to and binds all TSA Members, Covered Persons and TSA Personnel.
- 2.2 This Policy is to be read together with the Other TSA Policies.
- 2.3 In the event of a conflict between the provisions of this Policy and Other TSA Policies, the provisions of the Other TSA Policies shall take precedence to the extent of any such conflict.
- 2.4 Capitalized terms used in the Policy that do not appear in the definitions section (Section 4) shall bear the meaning ascribed to them under the Definitions section in the Members' Policy and Code of Conduct.
- 2.5 A breach of this Policy may also amount to a breach of the Other TSA Policies.

3. DEFINITIONS

The following definitions shall apply to this Policy and the terms below shall bear the meanings assigned to them:

- 3.1 “**Child**” shall mean any person under the age of eighteen (18) years of age and “**Children**” shall have the corresponding plural meaning;
- 3.2 “**Covered Person**” means a Covered Person as described in TSA’s General Code of Conduct;
- 3.3 “**Officiating Member**” shall bear the meaning as ascribed to it in the TSA MOI;
- 3.4 “**Other TSA Policies**” shall mean all TSA policies in operation at the time of application of this Policy including but not limited to the TSA In-competition Code of Conduct, Members’ Policy, Safeguarding Children Policy, Transformation Policy, Disciplinary Policy, Anti-Doping Policy and Privacy Policy;
- 3.5 “this **Policy**” shall mean this Tennis South Africa Social Media Policy;
- 3.6 “**Social Media**” shall mean the collective term of online and mobile communications platforms (channels) dedicated to community-based input, interaction, content-sharing and collaboration. Prominent examples of social media include Facebook, Twitter, YouTube, Google +, WeChat, Pinterest, Instagram, TikTok, WhatsApp and Flickr;
- 3.7 “**Social Networking**” shall mean the use of dedicated Social Media) to interact with other users or to find people with similar interests to one’s own;
- 3.8 “**TSA**” means Tennis South Africa NPC Registration number 2000/018796/08, registered as a non-profit company under the Act with its principal place of business situated at 269 Von Willich Ave, Corporate Park 66, Block D, round floor, Centurion, Gauteng;
- 3.9 “**TSA Members**” shall mean registered members of TSA, as defined in the TSA MOI;
- 3.10 “**TSA MOI**” shall mean the TSA Memorandum of Incorporation as amended from time to time;
- 3.11 “**TSA Personnel**” means any person or persons employed or appointed by or contracted to and representing TSA and/or a TSA Member, in a representative or official capacity.

- 3.12 In this Policy, unless the context requires otherwise:
- 3.12.1 headings are for convenience only and do not affect the interpretation of this Policy;
 - 3.12.2 words denoting any one gender include all other genders and words denoting the singular shall include the plural and *vice versa*;
 - 3.12.3 a reference to:
 - 3.12.3.1 a **business day** means any day other than a Saturday, Sunday or statutory public holiday in the Republic of South Africa;
 - 3.12.3.2 a **calendar month** is a reference to one of the 12 (twelve) months of the year from the first to the last day of such month;
 - 3.12.3.3 a **clause** is a reference to a clause of this Policy;
 - 3.12.3.4 a **person** includes an individual, firm, company, partnership, body corporate, organisation, trust, an unincorporated association and any governmental authority, in each case whether or not having separate legal personality;
 - 3.12.4 when any number of days is prescribed in this Policy, same shall be reckoned exclusively of the first and inclusively of the last day unless the last day falls on a day which is not a business day, in which case the last day shall be the next succeeding business day.
 - 3.13 Specifying anything in this Policy after the words ‘including’, ‘includes’ or ‘for example’ or similar expressions shall not limit what else is included unless there is express wording to the contrary.
 - 3.14 Any reference in this Policy to an enactment is to that enactment as at the date on which this Policy is approved and as amended or re-enacted from time to time.

4. CONDITIONS FOR USE OF SOCIAL MEDIA

- 4.1 For the purposes of this Policy, any reference to “Social Media” includes but is not limited to blogs, Social Networking sites, instant messaging (including WhatsApp and Facebook chat), social bookmarking, podcasting, media sharing, collaborative editing websites (such as Google Docs and any other forum which may be reasonably classified as social media as the term is generally understood).
- 4.2 Conditions for using Social Media and engaging in Social Networking

-
- 4.2.1 When using Social Media, TSA Members and those who are subject to this Policy (as specified under Section 3), must not:
- 4.2.1.1 post or create content that is or has the potential to be offensive, aggressive, abusive, profane, obscene, intimidating, sexually explicit, hateful, racist, sexist or otherwise inappropriate;
 - 4.2.1.2 exploit Social Media to harass, bully, abuse, intimidate or threaten any person including TSA Members, TSA Personnel and Covered Persons;
 - 4.2.1.3 exploit Social Media to seduce, groom or inappropriately engage with Children;
 - 4.2.1.4 expose others to content that is offensive, inappropriate, obscene, compromising, insulting, provocative, hateful or racist;
 - 4.2.1.5 impersonate or falsely represent any other person;
 - 4.2.1.6 post inaccurate, misleading, deceptive or fraudulent content;
 - 4.2.1.7 make defamatory comments or posts;
 - 4.2.1.8 post material that infringes the intellectual property rights of others (including TSA) or breaks any other law including laws applicable to privacy, defamation and harassment;
 - 4.2.1.9 post content that interferes with the role and function of TSA or the running of any TSA event;
 - 4.2.1.10 post content that compromises TSA in any way, including bringing TSA and the sport of tennis into disrepute;
 - 4.2.1.11 post content that criticizes, compromises, defames, harms or embarrasses any of TSA's Directors, employees, Members, suppliers, sponsors, stakeholders or any other party in a similar relationship with TSA;
 - 4.2.1.12 use Social Media as a forum for airing grievances or disputes;
 - 4.2.1.13 use videos or images of others without prior express permission to do so;
 - 4.2.1.14 publish, post or release information that is considered to be confidential and not for public consumption.

4.2.2 When posting on any TSA Social Media platform, TSA Members and those who are subject to this Policy (as specified under Section 3), must not:

4.2.2.1 promote their own commercial interests or the commercial interests of other in any manner;

4.2.2.2 make excessive postings on a particular issue or subject or post multiple versions of the same opinion, comment or information so as to pose a nuisance to others;

4.2.2.3 include personal information in posts (such as email address, phone number, residential address);

4.2.2.4 identify and discuss other people nor tennis specific business including players, officials or coaches.

5. **ALLEGED BREACHES AND/OR BREACHES OF THIS POLICY**

5.1 In the case of an alleged breach and/or breach of this Policy, TSA may:

5.1.1 issue a public statement;

5.1.2 immediately remove the offending content if it has been posted on a TSA Social Media platform;

5.1.3 issue a warning to the responsible Member or person to whom this Policy applies and demand that the offender remove alleged offending content be removed and that an apology be made to those impacted by the offending content posting;

5.1.4 approach the Social Media service provider to immediately remove the offending content from the offender's Social Media page and/or request the Social Media service provider to take action under its rules, against the offender;

5.1.5 in the event of the breach amounting to a breach of the law, report the matter to the appropriate authorities; and

5.1.6 take disciplinary action under this Policy and/or under the Other TSA Policies against the person responsible for the offending conduct.

----XXXX----