



HKTA Social Media Policy

1. Introduction

- A. The purpose of the HKTA Social Media Policy (this policy) is to protect the privacy, health, safety and well-being of all stakeholders who participate in the activities of Hong Kong Tennis Association (HKTA), including those delivered by affiliated individuals, organizations and clubs.
- B. Stakeholders include full-time and part-time employees, contractors, coaches, players, parents of junior players, as well as sponsors and any affiliated individuals, organizations, clubs and companies.
- C. Social Media refers to any interactive website or technology that enables a person to communicate and/or share content via the internet. This includes, but is not limited to, social networking websites such as Facebook, Twitter, WhatsApp, Instagram, YouTube, Snapchat and online blogs.
- D. Social Media content includes text, audio, video or photographic images.
- E. Social Media must not be used as a platform to share content for the purpose of offending, defaming, threatening, embarrassing, harassing, discriminating, intimidating, vilifying, or misrepresenting any HKTA employee or HKTA stakeholder.
- F. In addition, Social Media content must not be fraudulent, aggressive, obscene, profane, sexually explicit, hateful, racist, sexist, or otherwise inappropriate, in nature.

2. Obligation

- A. All relevant stakeholders of HKTA have an obligation and responsibility to ensure truthful online representation of the HKTA brand, and its stakeholders.
- B. HKTA staff, coaches and stakeholders are expected to be HKTA brand ambassadors.
- C. HKTA staff include any full-time, part-time or contracted office, administrative or managerial employees.
- D. HKTA coaches include full-time, part-time or contracted tennis coaches working in Hong Kong Sports Institute (HKSI), HKTA National Training Squad (NTS), Elite Development Program (ED) or Coach Education programs.
- E. Stakeholders include players, teams, coaches, staff, spectators, parents, any member of a player's support team, and affiliated individuals, organizations or clubs of HKTA.
- F. Compliance to the HKTA Social Media Policy will be included as part of:
 - a. HKTA staff and coach employment contracts,
 - b. HKTA staff Codes of Conduct,
 - c. HKSI, HKTA NTS and ED Players Code of Conduct, and,
 - d. HKTA Representative and Touring Players Code of Conduct.

3. Objective

- A. The objective of the HKTA Social Media Policy is to:
 - a. Ensure the HKTA brand is represented in a positive light,



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- b. Protect HKTA stakeholders,
 - c. Protect HKTA Intellectual Property.

4. Scope

- A. The HKTA Social Media Policy protects all stakeholders including:
 - a. Staff and coaches employed in a full-time and part-time capacity;
 - b. Players part of HKSI, HKTA NTS and ED training programs,
 - c. Players competing in tournaments, competitions, and events conducted or hosted by HKTA or its affiliates;
 - d. Players representing HKTA as an individual player or as part of a team,
 - e. Spectators, parents and player support team.
- B. HKTA staff and coaches will be required to pledge compliance with this policy as part of employment contracts.
- C. Players will be required to pledge compliance with this policy through players the appropriate Codes of Conduct.
- D. Parents and players will receive professional development through parent/player information sessions.
- E. Coaches and staff will receive professional development through formal orientation and induction sessions.

5. Compliance with the HKTA Social Media Policy.

- A. All HKTA Social Media accounts will be managed by designated HKTA staff who will be responsible for the official affiliation of HKTA. All content posted on social media platforms will be approved by the aforementioned staff.
- B. Staff managing Social Media accounts will be solely responsible for all content posted, and will ensure the currency and accuracy of all content.
- C. Staff, coaches, and all other key stakeholders governed by this policy, must ensure the HKTA brand is represented in a positive light, when sharing, or commenting on any official post or on any official HKTA Social Media platform.
- D. Staff, coaches, and all other key stakeholders governed by this policy, must ensure the HKTA brand is represented in a positive light and must not give the impression that personal Social Media accounts represent the explicit position of HKTA, when posting content on these personal Social Media platforms.
- E. Staff, coaches, and all other key stakeholders governed by this policy, must not hide or disguise their affiliation with HKTA.
- F. Staff, coaches and all other key stakeholders must be aware that HKTA has the right to request the removal of content from any official social media accounts and from any personal account if it is deemed that the account or its submission pose a risk to the reputation of HKTA or to that of one of the staff, coaches or stakeholders.



6. Disciplinary Action.

- A. Breach of the HKTA Social Media Policy will lead to disciplinary action.
- B. Employees, if found guilty, may be issued a warning or any sanctions deemed appropriate by HKTA CEO, or designated representative, depending on the seriousness and severity of the violation; and,
- C. Employees must be aware that breaches of the HKTA Social Media Policy may also entail civil liability and even criminal consequences.