

**Hong Kong, China Tennis Association**  
**Social Media Policy**  
**(Revised as of 31 March, 2024)**

1. This Social Media Policy of the Association seeks to protect the privacy, health, safety and well-being of all stakeholders who participate in the activities of the Association, including those activities delivered by affiliated individuals, organizations and clubs. In addition, this Social Media Policy aims to ensure the Association's brand is represented in a positive light and to protect the intellectual property of the Association.
2. Stakeholders include Agents, contractors, players, parents and guardians of junior players, as well as sponsors and any affiliated individuals, organizations, clubs and companies.
3. Social Media refers to any interactive website or technology made available from time to time that enables a person to communicate and/or share content via internet. Social Media includes, but is not limited to:
  - (a) social networking sites (e.g. Facebook, Snapchat, Telegram, LinkedIn and Yammer);
  - (b) video and photo sharing platforms (e.g. YouTube, Instagram, TikTok, Xiaohongshu, Vimeo, Flickr and Pinterest)
  - (c) blogs, micro-blogging and activity stream sites (e.g. Tumblr, WordPress, Twitter, LIHKG and Reddit);
  - (d) online collaborative editing websites (e.g. Wikipedia, Google Docs);
  - (e) podcasting (e.g. iTunes, Spotify and SoundCloud);
  - (f) virtual communities;
  - (g) online dating apps;
  - (h) online gaming networks and platforms (e.g. Discord and Twitch);
  - (i) any other platform, application or forum which might be classified reasonably as social media as the term is generally understood; and
  - (j) any other forum available for public comment (including discussion boards, private web forums or review sites). This policy will continue to evolve as new technologies and more social networking tools become available.
4. As guiding principles:
  - (a) All stakeholders have a responsibility to promote online e-safety and behave on Social Media with respect and integrity. Just as in the face-to-face world, any conduct in breach of the responsibilities and expectations set out in this Social Media Policy may jeopardize the Association's commitment to ensuring a safe, welcoming and inclusive environment, and cause harm to others. All stakeholders should comply with this Social Media Policy to strive to create the sort of community on Social Media that they want to work, live and engage with others.
  - (b) In instances where stakeholders are unsure as to whether or not the content they wish to share on Social Media is appropriate, they shall seek advice from legal or other professional advisers before doing so, or in the interest of erring on the safe side, refrain from sharing the content.
  - (c) The internet and Social Media is not anonymous. All stakeholders should assume that anything they post, create, link, write or say online and on Social Media can be traced back to them.
  - (d) Due to the nature of Social Media, the boundaries between individual's professional and personal life can often be blurred online. All stakeholders

must respect the Association, its events, activities, and other members of the tennis community and ensure the Association, its stakeholders, and/or the sport generally is/are not brought into disrepute.

- (e) All stakeholders should be diligent about protecting themselves and their privacy when engaging on Social Media. Accordingly, all stakeholders should report any harmful content on Social Media and/or breaches of this Social Media Policy, and check Social Media privacy settings.

## 5. Scope

- (a) This Social Media Policy protects all stakeholders including:
  - i. Agents;
  - ii. Player participants of HKSI, HKCTA NTS and ED training programs;
  - iii. Players competing in tournaments, competitions, and events conducted or hosted by HKCTA or its affiliates;
  - iv. Players representing HKCTA as an individual player or as part of a team; and
  - v. Spectators, parents and player support team.
- (b) Staff members will be required to pledge compliance with this Social Media Policy as part of employment contracts.
- (c) Players will be required to pledge compliance with this Social Media Policy through the appropriate Codes of Conduct.
- (d) Parents and players will receive professional development through parent/player information sessions.
- (e) Coaches and other staffs will receive professional development through formal orientation and induction sessions.

## 6. Compliance with the Social Media Policy.

- (a) When using Social Media, all stakeholders must not:
  - i. post, create, share or link to content that is, or has the intention to be, threatening, illegal, aggressive, abusive, profane, obscene, intimidating, sexually explicit, hateful, racist, sexist, discriminatory or otherwise inappropriate;
  - ii. exploit platforms to harass, bully, abuse or threaten any other person, including HKCTA staff, players, officials or coaches of HKCTA;
  - iii. exploit platforms to seduce, groom or inappropriately engage with children;
  - iv. expose others to content that is offensive, inappropriate, obscene, insulting, provocative or hateful including in relation to HKCTA, its staff, players, officials or coaches of HKCTA;
  - v. impersonate or falsely represent any other person;
  - vi. post inaccurate, misleading, deceptive or fraudulent content;
  - vii. make defamatory comments or posts;
  - viii. post material that infringes the intellectual property rights of HKCTA or others or breaks any other law including privacy, defamation or harassment;
  - ix. post content that interferes with the conduct of any event run by HKCTA or with the roles and responsibilities of HKCTA;

- x. post content that violates security measures instituted at HKCTA or content of contractual agreements to which HKCTA is a party;
  - xi. comment in a way that may harm the reputation of HKCTA or its stakeholders;
  - xii. use Social Media platforms as a forum for disputes or grievances on any matter related to HKCTA, its staff, players, officials or coaches;
  - xiii. use HKCTA or its brands to endorse or promote any product or service, opinion or cause;
  - xiv. use videos or images of others without express prior permission;
  - xv. bring HKCTA or the sport into disrepute or otherwise compromise the effectiveness of HKCTA; and/or
  - xvi. post or share any material that is a breach of any law or policies of HKCTA.
- (b) No stakeholder may speak on behalf of HKCTA on his/her personal social media posting without prior express permission of HKCTA.
  - (c) No stakeholder may post confidential or proprietary HKCTA information on a social media posting.
  - (d) No stakeholder may post the names of HKCTA, its sponsors, affiliated clubs, individuals, organizations, employees, vendors, or partners on a social media posting without express prior permission.
  - (e) No stakeholder may use HKCTA logos or trademarks on social media postings or reproduce HKCTA materials without obtaining written permission from the CEO of HKCTA.
  - (f) Agents and other key stakeholders governed by this Social Media Policy, must ensure the HKCTA brand is represented in a positive light and must not give the impression that personal Social Media accounts represent the explicit position of HKCTA, when posting content on these personal Social Media platforms. If a stakeholder chooses to identify himself or herself as affiliated with HKCTA in any manner on a social media posting, please understand that some readers may view such stakeholder as a spokesperson for HKCTA. Because of this possibility, such stakeholder shall state that the views expressed on his or her personal social media posting are his or her own and not those of the HKCTA.
  - (g) All HKCTA Social Media accounts will be managed by designated HKCTA staff who will be responsible for the official affiliation of HKCTA. All content posted on social media platforms or their modification must be approved by the aforementioned staff.
  - (h) Staff member managing Social Media accounts will be solely responsible for all content posted, and will ensure the currency and accuracy of all content.
  - (i) Any copyrighted information where written reprint permission has not been obtained in advance cannot be posted on any HKCTA social media posting.
  - (j) Agents and all other key stakeholders governed by this policy, must ensure the HKCTA brand is represented in a positive light, when sharing, or commenting on any official post or on any official HKCTA Social Media platform
  - (k) Agents and all other key stakeholders governed by this policy, must not hide or disguise their affiliation with HKCTA.
  - (l) If any Agent or other stakeholder is contacted by the media or press about his or her social media posting that relates to HKCTA or its business, such Agent or

other stakeholder, as the case may be, shall consult with the HKCTA CEO before responding.

- (m) All Agents and other key stakeholders must be aware that HKCTA 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 HKCTA or to that of one of the Agents or stakeholders.

7. Breach of this Social Media Policy and Disciplinary Action.

- (a) In circumstances of a breach of this Social Media Policy, HKCTA may:
  - i. make a necessary public comment such as a correction, clarification, contradiction or apology with regards to the breach;
  - ii. issue a formal warning to the personnel or parties responsible for the breach and insist that the content be removed and an apology be made to the affected individual/s or parties (if any);
  - iii. deal directly with any Social Media provider to remove any posted material that HKCTA considers to be in breach of this Social Media Policy;
  - iv. report the breach to the Police and/or relevant government agency; and/or
  - v. take any disciplinary action available to it under this Social Media Policy or other HKCTA policies
- (b) Staff members, if found guilty, may be issued a warning or any sanctions deemed appropriate by the HKCTA CEO, or designated representative, depending on the seriousness and severity of the violation.
- (c) All stakeholders must be aware that breaches of the HKCTA Social Media Policy may also entail civil liability and even criminal consequences.