



HONG KONG SAILING FEDERATION (“HKSF”)

Social Media Policy

1. Introduction

- 1.1. The purpose of HKSF Social Media Policy (“policy”) is to protect the privacy, health, safety and well-being of all stakeholders who participate in the activities of HKSF, including those delivered by affiliated individuals, organizations and clubs.
- 1.2. 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.
- 1.3. 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, Weibo, Twitter, WhatsApp, Telegram, Line, WeChat, Instagram, YouTube, Snapchat, TicTok and other electronic online related platforms.
- 1.4. Social Media content includes text, audio, video or photographic images.
- 1.5. 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 HKSF employee or HKSF’s stakeholder.
- 1.6. In addition, Social Media content must not be fraudulent, aggressive, obscene, profane, sexually explicit, hateful, racist, sexist, or otherwise inappropriate, in nature.

2. Obligation

- 2.1. All relevant stakeholders of HKSF have an obligation and responsibility to ensure truthful online representation of the HKSF brand, and its stakeholders.
- 2.2. HKSF staff, instructors, coaches and stakeholders are expected to be HKSF brand ambassadors.

- 2.3. HKSF staff include any full-time, part-time or contracted office, administrative or managerial employees.
- 2.4. HKSF instructors and coaches include full-time, part-time or contracted tennis coaches working in Hong Kong Sports Institute (HKSI), Leisure and Cultural Services Department (LCSD) and HKSF Office and Sailing Centres.
- 2.5. Stakeholders include sailors, teams, instructors, coaches, staff, spectators, parents, any member of a sailor's support team, and affiliated individuals, organizations, or Member Clubs or Member Associations of HKSF.
- 2.6. Compliance to the HKSF Social Media Policy will be included as part of:
 - 1) HKSF staff and coach employment contracts,
 - 2) HKSI, LCSD, HKSF Code of Conducts, and,

3. Objective

3.1 The objective of the HKSF Social Media Policy is to:

1. Ensure the HKSF brand is represented in a positive light,
2. Protect HKSF stakeholders,
3. Protect HKSF Intellectual Property.

4. Scope

4.1. The HKSF Social Media Policy protects all stakeholders including:

- (i) Staff and coaches employed in a full-time and part-time capacity;
- (ii) Sailors part of HKSI, LCSD and training programs,
- (iii) Players competing in races, regattas, and events conducted or hosted or co-organised by HKSF or its affiliates;
- (iv) Sailors representing HKSF as an individual player or as part of a team;
- (v) Spectators, parents and sailor support teams.

4.2. HKSF staff instructors and coaches will be required to pledge compliance with this policy as part of employment contracts.

4.3. Sailors will be required to pledge compliance with this policy through sailors the appropriate Codes of Conduct.

4.4. Parents and Sailors will receive professional development through parent/sailors information sessions.

- 4.5. Instructors, coaches and staff will receive professional development through formal orientation and induction sessions.

5. Compliance with the HKSF Social Media Policy

- 5.1. All HKSF Social Media accounts will be managed by designated HKSF staff who will be responsible for the official affiliation of HKSF. All content posted on social media platforms will be approved by the aforementioned staff.
- 5.2. Staff managing Social Media accounts will be solely responsible for all content posted, and will ensure the currency and accuracy of all content.
- 5.3. Staff, instructors, coaches, and all other key stakeholders governed by this policy, must ensure the HKSF brand is represented in a positive light, when sharing, or commenting on any official post or on any official HKSF's Social Media platform.
- 5.4. Staff, instructors, coaches, and all other key stakeholders governed by this policy, must ensure the HKSF brand is represented in a positive light and must not give the impression that personal Social Media accounts represent the explicit position of HKSF, when posting content on these personal Social Media platforms.
- 5.5. Staff, instructors, coaches, and all other key stakeholders governed by this policy, must not hide or disguise their affiliation with HKSF.
- 5.6. Staff, instructors, coaches and all other key stakeholders must be aware that HKSF 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 HKSF or to that of one of the staff, coaches or stakeholders.

6. Disciplinary Action

- 6.1. Breach of the HKSF Social Media Policy will lead to disciplinary action.
- 6.2. Employees, if found guilty, may be issued a warning or any sanctions deemed appropriate by the Secretary General or equivalent personnel of HKSF, or designated representative approved by HKSF Council, depending on the seriousness and severity of the violation; and,
- 6.3. Employees must be aware that breaches of the HKSF Social Media Policy may also entail civil liability and even criminal consequences.