The Judo Association of Hong Kong, China

Guidelines and Procedures on Handling of Social Media

Effective: September 2026

Next review: September 2031

The Judo Association of Hong Kong, China

Guidelines and Procedures on Handling of Social Media

1. Objective:
   To promote responsible usage and minimize the risks through inappropriate use of social media.

   It applies to all Board Directors, Committee Members, and staff irrespective of their terms of employment, i.e., including short-term contract or part-time staff, and all members, including athletes, coaches and umpires, and every person involved in The Judo Association of Hong Kong, China's (the Association) business, activities, competitions, matches or events.

2. Definition of Social Media
   2.1 Social media refers to any tool or service that facilitate people to communicate and share information on the internet. Examples of social media platforms include but not limited to Facebook, Twitter, WhatsApp, Instagram, LinkedIn, blogs, video and photo sharing websites, forums and discussion boards, ratings, and review sites, etc. It also includes any new forms of social media that may be introduced and/or become popular in the future.

3. General Principles
   3.1 Social media is an effective tool. User should always bear in mind that any content posted on social media is public information which reflects on the individual user and the Association as a whole. Hence, it is imperative to be aware of the ramifications of one's social media posts. To avoid any issues arising from inappropriate use of social media, user should adhere to the following principles when using social media platforms:
      3.1.1 Act in Best Interest
      Users are expected to act in the best interests of the Association in all circumstances when using social media and should not post material that is, or which may reasonably be perceived to be inappropriate or harmful, whether directly or indirectly, to the reputation, members and/or stakeholders of the Association;
      3.1.2 Safeguard Confidential Information and Personal Data
      User should not disclose or misuse confidential information when using social media platform. Confidential information includes but not limited to non-public information of the Association and personal information of the registered members. Besides, users should not misuse personal data of others where misuse may include disclosure of certain personal data without consent or authorization;
      3.1.3 Obtain Authorization
      In general, the Association does not allow users to publish information about the Association without a proper authorization obtained from the

management. It is important to put in place certain checks and balances procedures to ensure things stay on the right track and are sustainable;

3.1.4 Be Transparent

Users should be transparent and disclose their relationship with the Association when speaking for the Association. The disclosure can take different forms depending on the situation and platform, but it should be clear and prominent to ensure that anyone reading the statement immediately understands that the user is affiliated with the Association;

3.1.5 Know the Rules

To avoid violation of trademark and copyright, users should not post images or any other content without the owner's consent on social media platform. In addition, users are personally responsible for complying with Guidelines and Procedures and Codes of Conduct issued by the Association on handling of social media as well as any terms of the social media platform he/she is using;

3.1.6 Be Respectful

Be respectful in the case of making any statement via social media as user is personally responsible for the communications that is published on the internet. Any form of discrimination including but not limited to age, sex, race, colour, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, and marital status will not be tolerated and may be subject to disciplinary action;

3.1.7 Act Responsibly

Electronic messages are permanent and transferable records which may affect the Association's reputation. Therefore, user should undertake all reasonable efforts to ensure only worthwhile, factual, non-confidential information and perspective are published;

3.1.8 Keep It Real

User shall be aware that anything posted on social media has the potential to be viewed by anyone, and the comments could be misinterpreted by the general public. Therefore, it is important for the user to avoid misrepresenting himself/herself when participating in online communities;

3.1.9 Personal Use

The Association's property, resources and time at work are reserved for the operation of the Association. User should exercise sound judgement and discipline with respect to time spent on social media.

4. Guidelines for Use of Social Media Associated with the Association

4.1 The following specific guidelines and procedures pertain to the use of social media at the Association in addition to the general principles:

4.1.1 Information associated with the Association should be made publicly accessible via the Association's social media platform and the Association should ensure that its posts are accurate and not misleading. If in doubt, the Association should refrain from posting;

4.1.2 The Association should develop a strategy that aligns with the Association's goals and mission. Attention should be paid to avoid posting comments which could be interpreted as offensive, degrading, or inflammatory;

4.1.3 If feedback is received via the Association's official social media platform(s), the Association should also ensure proper response to the message is made;

4.1.4 It is the Association's responsibility to address issues or complaints promptly and professionally. Hence, the Association should monitor its social media account closely and properly especially when dealing with negative comments;

4.1.5 The Association should not exploit trademarks, copyrights or similar rights of others without obtaining the necessary authorization in its official social media platform. Permissions may be granted only for certain geographical areas, specific periods of time, or particular brands or products, and such materials should be used in accordance with the terms and conditions of the authorization; and

4.1.6 The Association should ensure compliance with all applicable privacy legislation and regulations in respect of any collection, storage, access or use of personal information which knowingly identifies an individual, such as names, physical addresses, staff identification numbers, or photographs on social media.

5. Guidelines for Personal Use of Social Media

5.1 The following specific guidelines and procedures pertain to the personal use of social media in addition to the general principles:

5.1.1 User should be aware that his/her opinions and behaviour will reflect on the Association. Therefore, it is crucial to maintain a professional attitude and conduct in a manner that is consistent with Olympic values and the values of the Association;

5.1.2 Although privacy tools are used to access social media, any content posted via social media is public information. Hence, user should be mindful of the potential consequences of what is posted and act responsibly when using social media;

5.1.3 User should exercise caution and think twice before publishing his/her own content or engaging with other people's posts, such as retweeting, liking, or commenting. Such actions may have adverse effects on the Association's image;

5.1.4 The use of the name, logo, or marks of the Association on any social media account or online platform not owned or created by the Association is strictly prohibited;

5.1.5 User should not divulge any sensitive information about the team or individual members. Such information includes, but not limited to:

- Internal policies or practices of the Association;
- Proprietary information of the Association or its partners and sponsors;

- Injury status, fitness level, and medical treatment of the team members/athletes;
- Personal information;
- Private conversations between team members, coaches, or other staff of the Association;
- Performance data or analytics of the team or individual team member; and
- Any other information that is deemed confidential or prohibited by the Association's policies or applicable laws and regulations.

5.1.6 User should never post comments that refer to a person's ethnic origin, race, nationality, faith, gender, sexual orientation, or disability; and

5.1.7 User should draw reference to the provision under "Rule 40 - Participation in the Olympic Games" stipulated in the Olympic Charter, which states, "Competitors, team officials and other team personnel who participate in the Olympic Games may allow their person, name, picture or sports performances to be used for advertising purposes during the Olympic Games in accordance with the principles determined by the IOC Executive Board".

6. Violation

6.1 The Association should monitor relevant online and social media activities to ensure compliance with these guidelines and be aware of any circumstances that may lead to a breach of these guidelines. Prompt action should be taken to remove any offending material where possible.

6.2 User should report any suspected violations as laid out in the aforementioned guidelines to the Association immediately. Depending on the nature and level of severity, confirmed violations may result in disciplinary action, which includes verbal or written warnings and, in serious cases, termination of the offender's employment or relationship with the Association. User should also be aware that breaches of the Association's guidelines on handling of social media may also entail civil liability and even criminal consequences. The Association is not responsible for any acts or omissions of user that are contrary to these guidelines.

Views or comments on the guidelines and procedures are welcomed by way of email or post.

*This document will be reviewed every five years.