



Objectives

1. This policy aims to protect the interests of the entire Australian Shooting Industry and ensure its commercial success, growth & prosperity and protect its vital contribution to the Australian economy.
2. This policy is designed to ensure that entities involved in the Australian Shooting Industry are clear of their responsibilities and obligations to uphold the reputation and status of the industry when using social media.

Key Message

Communication via online social media outlets such as Facebook, twitter, blogs, and forums etc. is an ever-increasing way for society to communicate by creating and sharing content of a common interest. Unfortunately, the inappropriate use of social media or the posting of inappropriate content tarnishes the reputation of the Australian Shooting Industry and often does long lasting damage to the success and prosperity of the industry.

Social media avenues include, however are not limited to:

- Social network websites such as Facebook, Instagram
- Photo and Video sharing websites such as Flickr, YouTube, Snapchat
- Micro blogging applications such as Twitter
- Discussion boards, blogs, and chat forums
- Online newspapers allowing for comments to be made
- Instant or SMS type messaging
- Other websites that allow persons to use publishing tools



Social Media should not be used for any of the following:

- To publish or make comments that are detrimental to the shooting industry or any of its participants.
- To direct abuse or inappropriate comments about other individuals or organisations that participate in the shooting industry.
- To publish any information that is related to the shooting industry that is confidential in nature or is part of any ongoing inquiry or investigation.
- To make any comment or post that is or could be considered to be graphic violence, offensive, abusive, racist, threatening, discriminatory, bullying, defamatory or disrespectful.
- To publish material which could be used by our opponents to undermine the shooting industry.

Scope

SIFA has a zero-tolerance policy towards firearms businesses that deliberately risk the good reputation of the Australian Shooting Industry through inappropriate use of social media.

When advocating and representing the Australian Shooting Industry to the public, media, regulators, or politicians, SIFA will reference this policy and our opinions to demonstrate our ongoing commitment to the professionalism and maturity of the Australian Shooting Industry.

This Policy is compulsory for all SIFA members, affiliates, partners, stakeholders, and those who seek to utilise SIFA's industry resources, campaigns, communications, or marketing material. Other businesses and organisations within the Australian Shooting Industry are strongly encouraged to adopt this Policy as a minimum.