處理社交媒體政策
Policy on Handling of Social Media

目的 Objective
負責任地使用社交媒體，並最大限度地減少不當使用社交媒體的風險。
To promote responsible usage and minimize the risks through inappropriate use of social media.

本政策適用於所有執行委員、委員會成員、職員(包括短期合約和非全職職員)、會員、運動員、教練、裁判員、以及參與協會業務、活動或比賽的每個人。
It applies to all Executive Committee members, Committee Members, and staff irrespective of their terms of employment, i.e., including short-term contract or part-time staff, members, athletes, coaches, and umpires and every person involved in the Association's business, activities, competitions, matches or events.

社交媒體的定義 Definition of Social Media
社交媒體是指方便人們在互聯網上交流和共享資訊的任何工具或服務。例如Facebook、Twitter、WhatsApp、Instagram、LinkedIn、博客、影片和圖像分享平台、 論壇和社交社區、評分和評論網站等。此外還包括未來可能引入和/或流行的任 何新形式的社交媒體。
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 discission 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.

一般原則 General Principles
社交媒體是一種有效的工具。使用者應緊記在社交媒體上發布的任何內容都是代表個人使用者和協會的公共資訊。因此，使用者必須意識到社交媒體帖子所帶來的影響。為了避免因不當使用社交媒體而產生任何問題，使用者在使用社交媒體平台時應遵守以下原則：
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. Henec, 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:

- 符合最佳利益 Act in Best Interest
  使用者在使用社交媒體時應以協會的利益為先，不應發布直接或間接對協會的聲譽、成員和/或持份者不利或可能被視為不適當或有害的內容；
  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;

- 保護機密資訊和個人數據 Safeguard Confidential Information and Personal Data
  使用者在使用社交媒體平台時，不應披露或不當地使用機密資訊。機密資訊包括但不限於協會的非公開資訊和註冊會員的個人資料。此外，使用者不應濫用他人的個人資料，包括未經同意或授權披露某些個人資料；
  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 date of others where misuse may include disclosure of certain personal data without consent or authorization;

- 獲得授權 Obtain Authorization
  協會不允許使用者在未經管理層適當授權的情況下發布有關協會的資訊。同時應落實社交媒體定期檢查程序，確保遵從有關程序；
  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;

- 保持透明度 Be Transparent
  使用者在代表協會發布內容時應保持透明度，表明他們與協會的關係。應採用清晰明顯的形式確保聲明使用者與協會的關係；
  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;

- 了解規則 Know the Rules
  為避免侵犯商標和版權，使用者不得在未經所有者同意下在社交媒體平台上

發布圖片或任何其他內容。使用者有責任遵守協會發布的關於處理社交媒體的政策、以及正在使用的社交媒體平台的任何條款；
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 Policies and Procedures issued by the Association on handling of social media as well as any terms of the social media platform he/she is using;

- 尊重他人 Be Respectful
  透過社交媒體發表任何聲明時務必保持尊重，使用者要對其在資訊系統上所有活動及其後果負責。協會不容許任何形式的歧視，包括但不限於年齡、性別、種族、膚色、宗教、民族、性取向、性別認同、國籍、公民身份、殘疾和婚姻狀況等，違反有關政策可能會受到紀律處分；
  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, color, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, and marital status will not be tolerated and may be subject to disciplinary action;

- 以負責任的態度行事 Act Responsibly
  電子訊息是永久和可傳輸的記錄，可能影響協會的聲譽。因此，使用者應盡力確保發布的資訊和觀點是有價值、真實、非機密的；
  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;

- 內容真實 Keep It Real
  使用者應意識到，在社交媒體上發布的任何內容都有可能被任何人看到，並可能會被公眾誤解。因此使用者在使用社交媒體時應避免引起誤解；
  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 public. Therefore, it is important for the user to avoid misrepresenting himself/herself when participating in online communities;

- 個人使用 Personal Use
  協會的財產、資源和工作時間是為體育總會的運作而保留的。使用者應該合理分配用於社交媒體上的時間及遵守紀律。

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.

社交媒體的使用指引 Guidelines for Use of Social Media Associated with the Association

除一般原則外，以下載列適用於使用協會社交媒體的具體指引和程序：

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

- 與協會有關的資訊將透過協會的社交媒體平台發布，並確保其帖子準確無誤及避免發布有疑問的資訊；
  Information associated with the Association should be made publicly accessible via the Association's social media platform and ensure that its posts are accurate and not misleading. If in doubt, the Association will refrain from posting;
- 注意避免發布可能被理解為含有攻擊性、侮辱性或煽動性的評論；
  Attention should be paid to avoid posting comments which could be interpreted as offensive, degrading, or inflammatory;
- 如通過協會官方社交媒體收到反饋，需適當地對該訊息做出回應；
  If feedback is received via the Association's official media platform(s), the Association will make proper response to the message is made;
- 適當地管理協會社交媒體賬戶，尤其是處理負面評論；
  Monitor the Association's social media account closely and properly especially when dealing with negative comments;
- 未經官方授權，不得利用他人的商標、版權或有關權利。許可權可能僅授予特定地區、特定時間段、特定品牌或產品，並根據授權條款和條件使用此類資料；和
  Should not exploit trademarks, copyrights or similar rights of others without obtaining the necessary authorization in the Association's social media platform.
- 應確保遵從所有適用的私隱法律和條例下收集、存儲、訪問或使用個人資料，如姓名、地址、職員身份資料或社交媒體圖像。
  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 information, or photographs on social media.

個人使用社交媒體指引 Guidelines for Personal Use of Social Media

除一般原則外，以下載列適用於使用個人社交媒體的指引和程序：

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

- 使用者應清楚明白個人行為將對協會產生影響。因此應保持符合殘奧價值觀和協會價值觀的專業態度和行為；
  User should be aware that his/her opinions and behavior will reflect on the Association. Therefore, it is crucial to maintain a professional attitude and conduct in a manner that is consistent with Paralympic values and the values of the Association.
- 社交媒體供應者未必充分保障用戶或參與者的私隱，且透過社交媒體發布的資訊是公開資訊。因此，使用者應該考慮所發布內容的潛在後果，負責任地使用社交媒體；
  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;
- 使用者在發布內容或參與他人的帖子（如轉發、點贊或評論）之前，應謹慎行事並三思而後行。這種行為可能會對協會的形象產生不利影響；
  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;
- 嚴禁在非協會所持有或創建的社交媒體賬戶或線上平台上使用協會的名稱或標誌；
  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;
- 使用者不應外洩有關團隊成員或個人的任何敏感資訊。此類資訊包括但不限於：
  User should not divulge any sensitive information about the team or individual members. Such information includes, but is not limited to:
  - 協會的內部政策或指引 Internal policies or practices of the Association；
  - 協會或其合作夥伴和贊助商的專有資訊 Proprietary information of the Association or its partners and sponsors；
  - 隊員/運動員的傷病狀況、體能水平和醫療情況 Injury status, fitness level, and medical treatment of the team members/athletes；
  - 個人資料 Personal information；
  - 團隊成員、教練或協會工作人員之間的私人對話 Private conversations between team members, coaches, or other staff of the Association；
  - 團隊成員或個人的表現數據或分析 Performance data or analytics of the team or individual team member；和 and

- ■ 協會政策或適用法律和條例中視為機密的任何資訊 Any other information that is deemed confidential or prohibited by the Association's policies or applicable laws and regulations。

- 使用者不應發布涉及個人民族、血統、種族、國籍、信仰、性別、性取向或殘疾的評論。

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

<u>違規行為 Violation</u>

- 協會若發現任何可能導致違反政策的情況，在可行的情況下，應該及時採取行動移除任何違規的內容。

  The Association will monitor relevant online and social media activities to ensure compliance with this policy and be aware of any circumstances that may lead to a breach of this policy. Prompt actions will be taken to remove any offending material where possible.

- 使用者應立即向協會報告任何可疑違規行為。根據其性質和嚴重程度，經協會確認的違規行為可能會導致紀律處分，包括口頭或書面警告。嚴重情況下，還會終止與違規者的僱傭關係或與協會的關係。此外違反協會處理社交媒體政策可能導致民事法律責任，甚至刑事後果。協會對於使用者作出任何違背上述的行為概不負責。

  User should report any suspected violations as laid out in the policy to the Association immediately. Depending on the nature and level of severity, confirmed violations may result in disciplinary action, which include 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 policy 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 this policy.

<u>檢討及修訂</u>

本政策及有關措施的內容，將適時進行檢討及修訂。

The Association will review and, where necessary, revise this Policy and the related measures from time to time to ensure their effectiveness and compliance with prevailing legislation, regulatory requirements and best practices.

訂立日期 Effective Date：22/9/2026

修訂日期 Last Updated：-