

DROMANA FOOTBALL & NETBALL CLUB (Inc)

Policy Document

Social Media Policy

Feb 2019

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Purpose

This document is intended as a set of Rules governing the use of Social Media by Dromana Football & Netball Club or its appointees and as such is a Policy Document of the Board of the Dromana Football & Netball Club (Inc)

SOCIAL MEDIA POLICY

Policy overview and purpose

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Dromana Football & Netball Club

This policy contains Dromana Football & Netball Club guidelines for the Dromana Football & Netball Club community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

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Underlying principles

This policy complements Dromana Football & Netball Club's core values.

Coverage

This policy applies to all persons who are involved with the activities of Dromana Football & Netball Club, whether they are in a paid or unpaid/voluntary capacity and including:

- members, including life members of Dromana Football & Netball Club
- persons appointed or elected to boards, committees and sub-committees;
- employees of Dromana Football & Netball Club;
- members of the Dromana Football & Netball Club Executive;
- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- coaches and assistant coaches;
- players;
- referees, umpires and other officials;
- member associations
- spectators and family members

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)

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- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

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This policy is applicable when using social media as:

1. an officially designated individual representing Dromana Football & Netball Club on social media; and
2. if you are posting content on social media in relation to Dromana Football & Netball Club that might affect Dromana Football & Netball Club's business, products, services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Dromana Football & Netball Club or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to Dromana Football & Netball Club may still be regulated by other policies, rules or regulations of Dromana Football & Netball Club

Using social media in an official capacity

You must be authorised by the Board before engaging in social media as a representative of Dromana Football & Netball Club

To become authorised to represent Dromana Football & Netball Club in an official capacity, you must have a clear understanding of the social and community values of the Dromana Football & Netball Club

As a part of Dromana Football & Netball Club's, community you are an extension of the Dromana Football & Netball Club brand.

As such, the boundaries between when you are representing yourself and when you are representing Dromana Football & Netball Club can often be blurred. This becomes even more of an issue as you increase your profile or position within Dromana Football & Netball Club Therefore it is important that you represent both yourself and Dromana Football & Netball Club appropriately online at all times.

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Guidelines

You must adhere to the following guidelines when using social media related to Dromana Football & Netball Club or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Dromana Football & Netball Club

Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. Dromana Football & Netball Club recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

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If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of Dromana Football & Netball Club) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

Reasonable use

If you are an employee of Dromana Football & Netball Club, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

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Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of Dromana Football & Netball Club's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of Board meetings.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by Dromana Football & Netball Club, it is perfectly acceptable to talk about Dromana Football & Netball Club and have a dialogue with the community, but it is not okay to publish confidential information of Dromana Football & Netball Club. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our organisation: e.g. team, coaching practices, financial information and trade secrets.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person that is not covered under player registration or contract clauses.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

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Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and Dromana Football & Netball Club's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

Discrimination, sexual harassment and bullying

The public in general, and Dromana Football & Netball Club's employees and members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you may also be bound by Dromana Football & Netball Club's values and Anti-Discrimination, Harassment and Bullying Policies .

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Avoiding controversial issues

Within the scope of your authorisation by Dromana Football & Netball Club, if you see misrepresentations made about Dromana Football & Netball Club in the media, you may point that out to the relevant authority in your club. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Dealing with mistakes

If Dromana Football & Netball Club and/or its authorised Representative/s makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses Dromana Football & Netball Club of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

Branding and intellectual property of Dromana Football & Netball Club

You must not use any of Dromana Football & Netball Club's intellectual property or imagery on your personal social media without prior approval from the Board.

Dromana Football & Netball Club's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on Dromana Football & Netball Club official social media sites or website.

You must not create either an official or unofficial Dromana Football & Netball Club presence using the organisation's trademarks or name without prior approval from Dromana Football & Netball Club

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You must not imply that you are authorised to speak on behalf of Dromana Football & Netball Club unless you have been given official authorisation to do so by the Board

Where permission has been granted to create or administer an official social media presence for Dromana Football & Netball Club, you must adhere to the Dromana Football & Netball Club Branding Guidelines.

Policy breaches

Breaches of this policy include but are not limited to:

- Using Dromana Football & Netball Club's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of Dromana Football & Netball Club's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing Dromana Football & Netball Club, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Reporting a breach

If you notice inappropriate or unlawful content online relating to Dromana Football & Netball Club or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to a member of the club's executive.

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Further information about reporting breaches:

- For a complaint about the misuse of social media relating to a match or competition that occurs either prior to, during, or after a game; refer to a member of the club's executive.
- For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular game; refer to member of the club's executive.

Investigation

Alleged breaches of this social media policy may be investigated according to Dromana Football & Netball Club's Rules of Association

Where it is considered necessary, Dromana Football & Netball Club may report a breach of this social media policy to police.

Disciplinary process, consequences and appeals

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the Dromana Football & Netball Club's Rules of Association.

Employees of Dromana Football & Netball Club who breach this policy may face disciplinary action up to and including termination of employment in accordance with codes of conduct or any other relevant policy.

Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under the relevant clauses of the Rules of Association

Related policies

- Codes of Conduct
- Anti-Discrimination, Harassment and Bullying Policy
- Cybersecurity Policy
- Club's Rules of Association
- Child Protection Policy

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Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court
- Gaming & Liquor laws