

SOCIAL MEDIA POLICY

1. Policy overview and purpose

Social media is changing the way we communicate. This policy has been developed to inform our Club community about responsible social media use including 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 Boronia Hawks Football Netball Club Inc. (BHFNC).

2. Coverage

This policy applies to all persons who are involved with the activities of BHFNC, whether they are in a paid or unpaid/voluntary capacity including:

- members, including life members of BHFNC;
- persons appointed or elected to BHFNC boards, committees and sub-committees;
- employees of BHFNC;
- all volunteers including coaches, assistant coaches, team managers and sport trainers;
- players;
- referees, umpires and other officials;
- member coteries and support groups;
- spectators and family members.

3. 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)
- 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.

This policy is applicable when using social media as an officially designated individual representing BHFNC and/or if you are posting content on social media in relation to BHFNC that might affect BHFNC 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 BHFNC 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 BHFNC may still be regulated by other policies, rules or regulations of BHFNC.

4. Using social media in an official capacity

You must be authorised by our Director of Administration before engaging in social media as a representative of BHFNC. To become authorised to represent BHFNC in an official capacity, you must have [esafety training](#).

As a part of the BHFNC community you are an extension of the BHFNC brand. As such, the boundaries between when you are representing yourself and when you are representing BHFNC can often be blurred. Where permission has been granted to create or administer an official social media presence for BHFNC, you must adhere to the BHFNC Branding Guidelines.

5. Guidelines

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

The BHFNC supports the following guidelines when using social media;

DO

- Consider whether the content is appropriate. If unsure, seek advice or refrain from sharing.
- Represent both yourself and BHFNC appropriately online at all times.
- Protect yourself and your privacy.
- Be accountable for your actions both on and offline.
- Comply with the laws governing copyright.
- Maintain the privacy of BHFNC confidential information by not sharing team, coaching practices or financial information.
- Remove information or images of another person if you are asked to.
- Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership at risk.
- Address any errors while posting on social media quickly. If you modify an earlier post, make it clear that you have done so. If someone accuses BHFNC of an improper post (such as copyrighted material or a defamatory comment), address it promptly and appropriately and if necessary, seek legal advice.
- Follow the terms and conditions for any third- party sites in which you participate.

DON'T

- Use mobile phones, cameras, recording equipment or phone cameras within the shower and toilet facilities or at any time that players may be preparing for a game, undertaking medical treatment, or changing and showering after a game. A short opportunity for team photos or videos of club songs is allowable, but not in any way that may contravene Club policies or an individual's right to privacy. All players should be aware that mobile phones may be present and used for photographing or filming team celebrations following games and should seek appropriate privacy whilst changing.
- Post content online that you would not be happy for everyone to see.
- Post anything that is dishonest or misleading. If you're unsure, check the source and facts.
- Post anonymously, using pseudonyms or false screen names. Be transparent and honest.
- Post information or photos of a sensitive nature including accidents, incidents or controversial behaviour, including that which you have been asked not to share.
- Post any material that is illegal, offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.
- Use BHFNC's intellectual property or imagery on your personal social media without prior approval from BHFNC.
- Create either an official or unofficial BHFNC presence using the organisation's trademarks or name without prior approval from BHFNC.
- Imply that you are authorised to speak on behalf of BHFNC unless you have been given official authorisation to do so by the Club Director of Administration.
- Allow your personal use of social media to interfere with your productivity If you are an employee of the BHFNC.

6. Policy breaches

6.1 Breaches of this policy include but are not limited to:

- Using BHFNC'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 BHFNC'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 BHFNC, 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.

6.2 Reporting a breach

If you notice inappropriate or unlawful content online relating to BHFNC 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 the Club Member Protection Officer or Club Chairperson. 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 the BHFNC Members Code of Behaviour. 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 the Member Protection Policy.

6.3 Investigation, disciplinary process, consequences and appeals

Alleged breaches of this social media policy may be investigated according to BHFNC's relevant policies or regulations. Where it is considered necessary, BHFNC may report a breach of this social media policy to police.

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the BHFNC's Member Protection policy.

Employees of BHFNC who breach this policy may face disciplinary action up to and including termination of employment in accordance with BHFNC Member Protection policy or any other relevant policy.

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under the Member Protection policy.

6.4 Related policies

- Code of Conduct
- Anti-Discrimination, Harassment and Bullying Policy
- Acceptable IT use Policy
- Member Protection Policy
- Grievance Policy
- Child Protection Policy
- Data Protection Privacy Policy, including opt-in consents
- Appeals & Resolution Procedures Policy

6.5 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 laws

**This policy has been endorsed by the BHFNC Board.
The next policy review date will be February 2020.**

