



Social Media Policy

POLICY SUMMARY

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media so everyone can 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 the Ashy Redbacks.

This policy contains guidelines for the Ashy Redbacks 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.

This policy is applicable when using social media as:

1. an officially designated individual representing Ashy Redbacks on social media; and
2. if content is posted on social media in relation to Ashy Redbacks that might affect the positive wellbeing of Ashy Redbacks' members, the club's sponsors, events or reputation.

This policy does not include how individuals use social media in their day-to-day communication.



COVERAGE

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

- members, including life members of the Ashy Redbacks
- persons appointed or elected to boards, committees and sub-committees within the club and the league;
- employees of the Ashy Redbacks;
- support personnel, including team officials, paramedics, hospitality staff;
- coaches and assistant coaches;
- players;
- referees, umpires and other officials;
- member associations

SCOPE:

Social Media may include 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, 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.



GUIDELINES

The Ashburton United Junior Football Club supports the following guidelines when using social media:

- **Use common sense and be respectful and positive**

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 the Ashy Redbacks and all interactions must be respectful and positive.

- **Protect 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.

Full names of any player will not be unveiled by the Ashy Redbacks.

- **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. The Ashy Redbacks recommends erring on the side of caution – if in doubt, do not post or upload.

- **Discrimination, sexual harassment and bullying**

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



- **Dealing with mistakes**

If the Ashy Redbacks makes an error while posting on social media, it will be up front about the mistake and address it quickly. If a post is modified, it will be made clear that it has done so.

BREACHES OF THIS POLICY:

The Ashburton United Junior Football Club has a 'Zero Tolerance' on any breaches – there is to be no bringing the Club into disrepute, no discriminatory behaviour; no derogatory remarks towards our Club, other Clubs, the YJFL, and/or individuals.

Any person who believes that they have been the victims of inappropriate social media usage should report the matter to the Club Manager and or the President (either in writing or verbally) along with any evidence that may assist the Club in investigating the concern. The Club will undertake to investigate the concern at its discretion. Matters which are deemed to be more serious in nature may be reported to external to the club authorities (ie: the Police) – should this be the case, it will be reported to them by the President.

Non-compliance with the general outline above will result in disciplinary action for any violations as outlined in the Club's Code of Conduct. A rule of thumb is: *"If you don't have something positive to say, then do not say anything at all."*

POLICY REVIEW

This Policy will be reviewed annually to ensure it remains relevant, practical and that it reflects community expectations and legal requirements. The Policy will be reviewed annually, with the next review due in December 2020.

Reference:

Play by the Rules (www.playbytherules.net.au) and the Tasmanian Government through Communities, Sport and Recreation (<http://www.dpac.tas.gov.au/divisions/csr/sportrec>).