# South Belgrave Junior Football Club

Title: Use of Social Media
1.0 PurposeThis policy is intended to protect the interests of this member organisation; it’s members and associated stakeholders by defining the requirements expected in the use of social media. Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, South Belgrave Junior Football Club recognises the benefits of social media as an important tool of engagement and enrichment for its members.Along with those benefits are associated risks to the reputation of the organisation, it’s members and followers and individuals who might interact with the organisation through social media channels.
2.0 Definition of Social MediaSocial media includes, but is not limited to, the generation or sharing of content by an individual. It can include (bit is not limited to) such activities as:

* Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace, Tik Tok
* Content sharing include Pinterest, Flicker (photo sharing) and YouTube (video sharing);
* Commenting on blogs for personal or business reasons;
* Leaving product or service reviews on retailer sites, or customer review sites;
* Taking part in online votes and polls;
* Taking part in conversations on public and private web forums (message boards);
* Editing a Wikipedia or other editable page.

(see 2.0 below for definition) SBJFC have long histories and are highly respected organisations. It is important that SBJFC’s reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

## 3.0 Intent of the Policy

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors or SBJFC as an organisation.

*Who does it apply to?*This policy applies to SBJFC members, players, coaches, officials or any individual representing themselves or passing themselves off as being a member of SBJFC.

When someone clearly identifies their association with SBJFC, and/or discusses their involvement in the organisation in areas defined as social media, they are expected to behave and express themselves appropriately, and in ways that are consistent with SBJFC’s stated values and policies.

**COMMUNITY INCLUSIVENESS RESPECT**

Where does it apply?

This policy covers all forms of social media.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by SBJFC members or staff where the SBJFC member or staff makes no reference to the SBJFC or related issues.

## 4.0 Guiding Principles

The web is not anonymous. SBJFC members and committee should assume that everything they write can be traced back to them.

Due to the unique nature of sporting groups such as SBJFC, the boundaries between a member’s profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think or say in their capacity as a volunteer for the SBJFC.

The SBJFC considers all members of SBJFC are its representatives.

Honesty is always the best policy, especially online. It is important that SBJFC members think of the web as a permanent record of online actions and opinions.

When using the Internet for professional or personal pursuits, all members must respect the SBJFC brand and follow the guidelines in place to ensure SBJFC’s intellectual property or its relationships with sponsors and stakeholders is not compromised, or the organisation is brought into disrepute.

## 5.0 Usage

For SBJFC members and staff using social media, such use:

* Must not contain, or link to, libelous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
* Must not comment on, or publish, information that is confidential or in any way sensitive to SBJFC, its affiliates, partners or sponsors; and
* Must not bring the organisation or the sport into disrepute.

For SBJFC staff using social media, such use:

* Must not interfere with work commitments.
* Must abide by all existing policies and workplace rules and regulations

*List relevant policies here*

Furthermore, SBJFC members and staff may not use the SBJFC brand to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of ORGANISATION.

## 6.0 Consideration towards others when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. SBJFC members and staff must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private SBJFC event will not appear publicly on the Internet. In certain situations, SBJFC members or staff could potentially breach the privacy act or inadvertently make SBJFC liable for breach of copyright.

SBJFC members or staff should be considerate to others in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

SBJFC staff should also not be seen to be in a position to be in photographs, videos or other social media content that might be considered controversial for the SBJFC if it can in any way be linked to their role in the SBJFC, including:

* Being at an SBJFC event or representing SBJFC at an event
* Being in uniform whether public or private

Under no circumstance should offensive comments be made about SBJFC members or staff online.

## 7.0 Breach of Policy

SBJFC continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to SBJFC.

If detected, a breach of this policy may result in disciplinary action. A breach of this policy may also amount to breaches of other Clubs policies. This may involve a verbal or written warning or in serious cases, termination of your registration. SBJFC members may be disciplined in accordance with SBJFC’s disciplinary regulations.

## 8.0 Consultation or Advice

This policy has been developed to provide guidance for SBJFC’s members and staff in a new area of social interaction. SBJFC members or staff who are unsure of their rights, liabilities or actions online and seek clarification, should contact the SBJFC President.