



# Sandringham Athletic Club

## SOCIAL MEDIA POLICY

**Updated:** 1 SEPTEMBER 2021

**Review Due:** 1 JULY 2022

### **Policy overview and purpose**

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. 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 Sandringham Athletic Club (SAC).

This policy contains guidelines for SAC's 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.

### Regarding the SAC pages run by the club

We want our social media channels to be a place for all, so please, be clean, be safe and enjoy being part of the community. We do ask you to follow these simple guidelines:

- Avoid using offensive language, posting inappropriate photos or inciting discussions that may have negative repercussions.
- Please avoid using any discriminatory language, respect other people's opinions/beliefs and refrain from personally targeting other users
- The Athletics Victoria page is bound by the relevant companies or platforms (e.g. Facebook/Twitter/Instagram) terms and conditions. We do not take responsibility for the language/behaviour of other followers.
- Where we believe there to be a violation of the above guidelines, we reserve the right to block users and remove comments.

## **Underlying principles**

This policy complements Sandringham Athletic Club's core values:

- Inclusion
- Integrity
- Respect

The club President is responsible for all matters related to this policy.

## **Coverage**

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

- club committee members, administrators and other club officials;
- coaches and assistant coaches and other personnel participating in events and activities, including camps and training sessions;
- support personnel brought in by the club, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- officials;
- athletes;
- members, including any life members or social members;
- parents, family members and spectators.

## **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, Instagram, Twitter, LinkedIn, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Instagram, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, etc)
- Review sites (e.g. Yelp, Google, etc)
- Podcasting (e.g. iTunes, Spotify, Sound cloud, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Snapchat, WhatsApp, etc)
- Online multiplayer gaming platforms (e.g. Xbox Live, etc)
- Online voting or polls (e.g. Instagram story polls, Facebook polls)
- Public and private online discussion boards (e.g. Facebook members groups)
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing the Sandringham Athletic Club on social media; and
2. if you are posting content on social media in relation to the Sandringham Athletic Club that might affect the club's members, sponsors, reputation or events.

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 SAC or its members, sponsors, reputation or events. However, any misuse by you of social media in a manner that does not directly refer to SAC may still be regulated by other club policies.

### ***Using social media in an official capacity***

You must be authorised by the club President and inducted into a particular role before engaging in social media as a representative of SAC.

To become authorised to represent SAC in an official capacity, you must have read and signed a copy of the social media policy, code of conduct, communications policy, member protection policy and privacy policy.

As a part of the SAC community, you are an extension of its brand.

As such, the boundaries between when you are representing yourself and when you are representing SAC can often be blurred. This becomes even more of an issue as you increase your profile or position within the club. Therefore, it is important that you always represent both yourself and SAC appropriately online.

### **Guidelines**

You must adhere to the following guidelines when using social media related to SAC or its business, members, sponsors, reputation or events.

#### ***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 SAC.

#### ***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. The 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.

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 SAC) 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 SAC (e.g. paid coach), you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

### ***Respect confidentiality and sensitivity***

When using social media, you must maintain the privacy of SAC's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of SAC.

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 SAC, it is perfectly acceptable to talk about SAC and have a dialogue with the community, but it is not okay to publish confidential information of SAC. Confidential information includes things such as details about litigation, information the committee has not made public yet, and unpublished details about our financial information. These examples are not an extensive list, so again, use common sense.

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.

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 and give them credit when posting the image.

### ***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 SAC'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 SAC's 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 are also bound by SAC's values, the club's code of conduct, member protection policy, and privacy policy.

### ***Avoiding controversial issues***

Within the scope of your authorisation by SAC, if you see misrepresentations made about SAC 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 SAC 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 SAC 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 both your roll and 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 the Sandringham Athletic Club***

You must not use any of SAC's intellectual property or imagery on your personal social media without prior approval from the club.

SAC's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans

- imagery which has been posted on SAC official social media sites or website.

You must not create either an official or unofficial SAC presence using the organisation's trademarks or name without prior approval from SAC.

You must not imply that you are authorised to speak on behalf of SAC unless you have been given official authorisation to do so by the Executive Committee.

Where permission has been granted to create or administer an official social media presence for SAC, you must adhere to guidelines handed down by the committee in relation to branding and content.

### **Policy breaches**

Breaches of this policy include but are not limited to:

- Using SAC'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 competition or training would result in a breach of the rules of the sport.
- Posting or sharing any content in breach of SAC's member protection policy or other similar policies.
- 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 SAC, 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 SAC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

*Breaches are reportable to the club President or Secretary:*

Contact: Ruby Holten (President) – 0432 580 103, or

Email: [sandyaths@gmail.com](mailto:sandyaths@gmail.com)

Further information about reporting breaches and making a complaint about the misuse of social media, either at training or an event, and/or general and ongoing in nature; refer to Section 10 of the Members Protection Policy.

### ***Investigation***

Alleged breaches of this social media policy may be investigated according to SAC's code of conduct, member protection policy and club constitution.

Where it is considered necessary, SAC 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 Section 10.3 of Member Protection Policy and Section 12 of the constitution.

Employees of SAC who breach this policy may face disciplinary action up to and including termination of employment in accordance with the SAC Member Protection Policy 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 Section 12.5 of the constitution and 10.4 of the Members Protection Policy.

### ***Related policies and documents***

- Code of Conduct
- Member Protection Policy
- Privacy Policy
- Club Constitution

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

- Defamation
- Intellectual property laws, including copyright and trademark 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