



WJFC Social Media Policy

Overview

Online communication and social media mediums are widely used by the members of the Williamstown Juniors Football Club (WJFC) and the Club acknowledges and recognizes the growing reliance and use of information technology for communication. They are all vital parts of modern communication strategies between organisations and clubs with their customers, sponsors, stakeholders, players and members.

The objective of this policy is to set parameters on the use of social media by WJFC members, whether as part of club responsibilities or in a personal capacity to limit the risk of damage to the club arising out of such use.

It is essential that club members understand that comments made via social media platforms are as public as comments made to the media or at a public forum.

Scope

This policy applies to all members of the WJFC. This Policy will be reviewed annually to ensure that it remains relevant, practical and that it reflects community expectations and legal requirements.

Statement of Policy

Use of social media by club members

Becoming authorised to comment

- Club members must be **authorised** by the Club to comment on behalf of the club before engaging in social media as a representative of the club. For the purposes of this policy a Club Member is defined as a Player, Committee Member or their authorised representative, Supporter and Sponsor. Such members will be authorised to do so by the Club Executive or the nominated Sub-Committee Coordinator of Communications.
- Club members must not comment as a representative of the club unless **authorised** to do so.

Rules of engagement

Once authorised to comment as a club representative, a club members must:

- Disclose that they are a club member and only use their own identity or an approved official account or avatar
- Disclose and comment only on public domain information

- Ensure that all content published is accurate and not misleading and complies with all relevant Western Regional Football League rules, regulations, policies and directives
- Ensure they are not the first to make a club announcement unless specifically given permission to do so
- Comment only on their area of expertise, knowledge and authority
- Ensure comments are respectful of the online community with which they are interacting
- Adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws and regulations.

If authorised to comment as a club representative, a club member must not:

- Post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order, or is otherwise unlawful
- Use or disclose any confidential information
- Make any comment or post any material that might otherwise cause damage to the Western Regional Football League's reputation or bring it into disrepute
- Make any comment or post any material that might otherwise cause damage to the club's reputation or bring it into disrepute.

Moderation of social media produced by the club

- The designated site owner (the Club Secretary) must ensure a moderation policy is clear when inviting comments from the public on a club website or social media platform.
- All club website activity, including any social media, must be approved by the designated site owner.

Personal use of social media by club members

Overview

The WJFC recognises that you may wish to use social media in your personal life. This policy does not intend to discourage or unduly limit club member's personal expression or online activities.

However, club member's should recognise the potential for damage to be caused, directly or indirectly, to the club or league in certain circumstances via personal use of social media when the individual can be identified as a member of the WJFC. Accordingly, club members must comply with this policy to ensure that the risk of such damage is minimised.

Club members are personally responsible for the content they publish in a personal capacity on any social media platform. When in doubt, club members should seek guidance from the Club Secretary on how to comply with the following obligations.

Obligations

Where your comments or profile can identify you as a member of the WJFC, you must:

- Only disclose and discuss publicly available information
- Ensure that all content published is accurate and not misleading and complies with all relevant club and league rules, regulations, policies and directives
- Expressly state on all postings - identifying you as a club member - the stated views are your own and are not those of the club or league
- Be polite and respectful to all people with whom you interact

- Adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws.

You must not:

- Post material that is offensive, obscene, insulting, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful
- Imply that you are authorised to speak as a representative of the club or the league, nor give the impression that the views you express are those of the club or the league
- Use the WJFC email address or any club logos or insignia
- Use the identity or likeness of another member of the club
- Use or disclose any confidential information obtained in your capacity as a member of the club
- Imply you are authorised to speak on behalf of the club or give the impression that any views you express are those of the club
- Use the club email address or any club or league logos or insignia that may give the impression of official support or endorsement of your personal comment
- Use or disclose any confidential information or personal information obtained in your capacity as a club member
- Post material that is or might be construed as threatening, harassing, bullying or discriminatory towards another member of the club, league or its constituent bodies
- Make any comment or post any material that might otherwise cause damage to the club or league's reputation or bring it into disrepute.

Guidance for navigating legal issues

The following is offered as general guidance to assist you to comply with the obligations set out in this policy. When in doubt, seek further guidance from the Club Secretary.

Confidentiality

- You should not publish or report on conversations or information deemed confidential or classified or that deal with internal club / league matters.

Copyright

- You should respect copyright laws and fair use of copyrighted material
- You should attribute comment to the original author / source wherever possible.

Harassment and bullying

- Bullying and harassment includes any bullying or harassing comments club members make online, even on their own private social networks
- Abusive, harassing, threatening or defaming postings by club members are in breach of this policy and may result in disciplinary action
- All club members are expected to treat their co-members, league employees / officers and other league club members with respect and dignity and must ensure their behaviour does not constitute bullying and/or harassment.

Defamation

- You should refrain from publishing material that may cause injury to another person, organisation, association or company's reputation, and should seek further guidance if publication of such material is thought to be necessary.

Offensive or obscene material

- Material may be offensive or obscene and may infringe relevant online classification laws if it is pornographic, sexually suggestive, harassing, hateful, racist, sexist, abusive or discriminatory.

Contempt of league proceedings

- You should exercise care if referring to pending league tribunal proceedings or league hearings to avoid publishing material that could prejudice those proceedings, in particular, material that will not be part of the evidence in those proceedings. Such publication may constitute contempt of the league proceedings
- You should make enquiries as to any applicable club or league suppression orders prior to commenting on any league proceeding, past or pending.

Responsibilities

Every club member should be aware of their responsibilities under this policy. The WJFC also recognizes that as providers of information we have a duty of care to convey information to all players and members in a respectful and courteous manner . both verbally and in written form. The WJFC Executive and General Committee understand and accept its responsibility to this effect, and to abide by the Club's Code of Conduct. Equally, it is imperative that all players and parents/guardians also abide by the Club's Code of Conduct.

Policy Advocate

The club appoints the Club Secretary to advocate and disseminate this policy to club members.

Compliance

Depending on the circumstances, non-compliance with this policy may constitute a breach of club membership obligations, misconduct (under the league's rules), sexual harassment, discrimination or some other contravention of the law.

Club members who fail to comply with this policy may face disciplinary action. In serious cases, this includes termination of their club membership.

Matters which are deemed by the Executive to be serious in nature may be reported to the Police. Should this be the case, it will be reported to the Police by the Club President.

Identifying inappropriate use

Any person who believes that they have been the victims of inappropriate electronic communication should report the matter to any member of the Executive Committee or the Club Secretary (either in writing or verbally) along with any evidence that may assist the Club in investigating the concern. If you notice inappropriate or unlawful content online relating to the club or content that may otherwise have been published in breach of this policy, you should report the circumstances to the Club Secretary.

Definitions

Social Media

Content created by people using highly accessible and scalable publishing technologies. Social media is distinct from industrial media, such as newspapers, television, and film. Social media comprises relatively inexpensive and accessible tools that enable anyone (even private individuals) to publish or access information - industrial media generally require significant resources to publish information. (http://en.wikipedia.org/wiki/Social_media)

Social Media may include but is not limited to:

- social networking sites (e.g. Facebook, MySpace, LinkedIn, Yammer)
- video and photo sharing websites (e.g. YouTube, Vimeo, Flickr, Instagram)
- blogs, including corporate blogs and personal blogs
- blogs hosted by media outlets (e.g. 'comments' or 'have your say' features)
- micro-blogging (e.g. Twitter)
- wikis and online collaborations (e.g. Wikipedia)
- forums, discussion boards and groups (e.g. Google groups, Whirlpool)
- vodcasting and podcasting
- online multiplayer gaming platforms (e.g., World of Warcraft, Second Life)
- instant messaging (including SMS)
- geo-spatial tagging (Foursquare).