

Social Media and Email Policy



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This is the official policy for social media and email use at Springwood United Football Club (SUFC) and provides guidance for on the acceptable use of social media affiliated with the Club.

All SUFC Members are responsible for knowing and understanding the policy.

Background

It is essential that you understand that comments you make via social media platforms or email are as public as if you were making the same comments to the media or at a public forum.

The intention of this policy is to establish a culture of openness, trust and integrity for all Club Members using social media and email affiliated with the Club.

SUFC takes a “*zero tolerance*” approach to all forms of bullying and/or harassment including social media activities or email that abuse or defame any SUFC club member/s committee member/s or team/s, other clubs and any of their members, committee member/s or teams, match officials, spectators, any governing bodies, their staff or committee member/s, Club sponsors and Club suppliers.

The objectives of this policy are compatible with the Charter of Human Rights and Responsibilities Act 2006.

The primary purpose of this policy is to protect the reputation of SUFC, SUFC Members, sponsors and organisations associated with SUFC.

Scope

This policy applies to all SUFC Members.

Breach of Policy

A detected breach of this policy may amount to breaches in other SUFC governing documents including the SUFC Constitution, Bylaws and other policies.

A detected breach of this policy may also amount to breaches in other documents including the Nepean Football Association (NFA) or Football NSW (FNSW) Constitution, Bylaws, Regulations and other policies.

A detected breach of this policy may result in disciplinary action from SUFC under the SUFC Constitution and Bylaws. This may involve a verbal or written warning or in serious cases, termination / suspension of membership or engagement with SUFC.

Depending on the circumstances, some breaches of this policy such as but not limited to sexist or racist comments may be required to be reported to external authorities for review or investigation.

Identifying inappropriate use

If you notice inappropriate or unlawful content online or in an email relating to SUFC, or content that may otherwise have been published in breach of this policy, you should report the circumstances via email to chairman@springwoodunited.com.au Privacy breaches can also be reported via email to secretary@springwoodunited.com.au

Social Media

Social Media may include (although is not limited to):

- Maintaining a profile page on social or business networking sites such as Facebook, Google, Myspace, LinkedIn, Bebo, Yammer or Twitter;
- video and photo sharing websites (e.g. Flickr, Youtube);
- blogs, including corporate blogs and personal blogs;
- blogs hosted by media outlets (e.g. 'comments' or 'your say' feature on theage.com.au);
- micro-blogging (e.g. Twitter);
- wikis and online collaborations (e.g. Wikipedia);
- forums, discussion boards and groups (e.g. Google groups, Whirlpool)
- vod and podcasting;
- online multiplayer gaming platforms (e.g. World of Warcraft, Second life);
- instant messaging (including SMS, SnapChat, iMessage, Facetime and Blackberry);
- geo-spatial tagging (Foursquare);
- email sent that can be forwarded to a third party; or
- Taking part in conversations on public and private web forums (message boards)

Statement of Policy

Use of social media and email

Becoming authorised to comment

Before engaging in social media and email as a representative of SUFC, you must become authorised to comment by SUFC Management Committee.

You may not comment as a representative of SUFC unless you are authorised to do so.

To obtain authorisation please contact secretary@springwoodunited.com.au

Rules of engagement

Once authorised to comment as a SUFC representative, you must:

- disclose you are a club member, and use only your own identity, or an approved official account or avatar;
- disclose and comment only on information classified as public domain information;
- ensure that all content published is accurate and not misleading and complies with all relevant SUFC policies

- ensure you are not the first to make an announcement (unless specifically given permission to do so);
- comment only on your area of expertise and authority;
- ensure comments are respectful of the community in which you are interacting online; and
- 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 FFA Privacy Policy.

If you are authorised to comment as a SUFC representative, you must not:

- post, email or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, vilifying, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- use or disclose any confidential or secure information; or
- make any comment or post any material that might otherwise cause damage to SUFC's reputation or bring it into disrepute.

Moderation of Springwood United Football Club produced social media

The site owner must ensure a moderation policy is clear when inviting comments from the public on the SUFC website or social media platform.

All SUFC website activity (including any social media) must be approved by the SUFC Management Committee or Website Manager webmaster@springwoodunited.com.au

Member's use of social media and email

Overview

SUFC acknowledges the use of social media and email in club member's personal life. This policy does not intend to discourage nor unduly limit your personal expression or online activities.

However, you should recognise the potential for damage to be caused (either directly or indirectly) to SUFC and/or members, other Clubs and their members or officials in certain circumstances via your personal use of social media or email when you can be identified as a SUFC member. Remember other members of the public might know this about you without you explicitly stating that you are a member of SUFC.

Accordingly, you should comply with this policy to ensure that the risk of such damage is minimised.

You are personally responsible for the content you publish in a personal capacity on any form of social media platform or via email. When in doubt, you should seek guidance from SUFC on how to comply with the following obligations.

Where your comments or profile can identify you as a club member,

You must:

- only disclose and discuss publicly available information
- ensure that all content published is accurate and not misleading and complies with all SUFC policies
- expressly state on all postings (identifying you as a SUFC member) the stated views are your own and are not those of SUFC
- be polite and respectful to all people you interact with
- 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 or email material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, vilifying, 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 SUFC, nor give the impression that the views you express are those of SUFC
- use the identity or likeness of another club member without their permission
- make any comment or post any material that might otherwise cause damage to SUFC's reputation or bring it into disrepute.

Harassment and bullying

Bullying and harassment includes any bullying or harassing comments club members make online.

Abusive, harassing, threatening or defaming postings are in breach of human rights legislation and anti-discriminatory law, and may result in club disciplinary action being taken and/or a report made to NSW Police.

All club members are expected to treat their fellow club members with respect and dignity and must ensure their behaviour does not constitute bullying and/or harassment.

Defamation

You must refrain from publishing material that may cause injury to another person, organisation, association or company's reputation.

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 Court

You should exercise care if referring to pending court proceedings to avoid publishing material that may have a tendency to prejudice those proceedings, in particular, material that will not be part of the evidence in those proceedings.

You should make enquiries as to any applicable court suppression orders prior to commenting on any court proceeding (whether past or pending).

Definitions

Social Media means 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)

Email “**Electronic mail** (or **e-mail** or **email**) means an Internet service that allows people who have an e-mail address (accounts) to send and receive electronic letters.” (<https://simple.wikipedia.org/wiki/E-mail>)

Members means Players, Parents or Guardians, Coaches, Managers, Age Coordinators, Committee Members, Life Members

Management Committee means a person who holds the position as:

- Chairman
- Vice Chairman
- Secretary
- Finance Officer
- Football Manager
- General Management Committee

References

Charter of Human Rights and Responsibilities Act 2006

Information Privacy Act 2000

Anti-Discrimination Act 1977

FNSW Social Media Policy 2012

Wikipedia