

Red Hill Football Netball Club Inc

Social Media Policy

Purpose

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content.

Red Hill Football Netball Club recognises the benefits of social media as an important tool of engagement and enrichment for its staff, industry participants and customers.

Red Hill Football Netball Club and the football and netball industries have long histories and are highly respected organisations. It is important that our Club's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might refer to the governing organisations to which the Club belongs.

When someone clearly identifies their association with Red Hill Football Netball Club, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves in ways that are consistent with our Club's stated values and principles.

Scope

This policy applies to all Members and employees of Red Hill Football Netball Club and, contractors, to Red Hill Football Netball Club from other organisations, volunteers and to any other person who is notified that this Policy applies to them.

If you are officially authorised to represent Red Hill Football Netball Club in social media, identify yourself as a Club employee, Committee member or volunteer or are discussing Red Hill Football Netball Club or Australian football / netball related issues in your personal use of social media platforms, you are required to follow this Policy.

What is "social media"?

"Social media" is user generated content online including (but not limited to):

- social networking sites e.g. Facebook, MySpace, Bebo, Friendster
- video and photo sharing websites e.g. Flickr, YouTube
- micro-blogging sites e.g. Twitter

- weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications.
- forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups.
- online encyclopaedias such as Wikipedia.
- any other web sites that allow individual users or companies to use simple publishing tools.

When can I officially represent Red Hill Football Netball Club in the social media?

To represent Red Hill Football Netball Club on a social media platform you must have approval from the Club Committee.

What are the general rules that apply?

Be mindful that any comments made on social media platforms, irrespective of privacy settings, are public remarks and can be copied, distributed and shared to a wider audience than intended.

Whether using social media in an official or personal capacity you are required to:

- disclose only publicly available information. You must not comment on or disclose confidential AFLSE or Netball Victoria information (such as financial information, future business performance, business plans, imminent departure of key executives)
- ensure that any content you publish is factually accurate and complies with Club policies, particularly those relating to confidentiality and disclosure
- ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including Red Hill Football Netball Club its employees, its contractors, its partners, its participants, its competitors and/or other sporting related individuals or organisations
- ensure that you do not post any material that may expose the Red Hill Football Netball Club to any legal liability or bring the Club into disrepute.
- ensure you are not the first to make a Red Hill Football Netball Club announcement unless you have received the appropriate clearances and approvals

What happens if I breach this policy?

You may face disciplinary action, including verbal or written warning or, in serious cases termination of your services and/or membership with the Club.

For Assistance and Further Information

Please contact the club Secretary at secretary@redhillfnc.com.au

(Rev 4 March 2019)