# Name of Organisation Policy Reference

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, xxx 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);
* 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) ORGANISATION, its state centres, branches and clubs have long histories and are highly respected organisations. It is important that ORGANISATIONS 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 COMPANY/SPORT as an organisation.

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

When someone clearly identifies their association with THE ORGANISATION, 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 ORGANISATIONS stated values and policies. *Insert reference to your values and associated policies here*.

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 ORGANISATION members or staff where the ORGANISATION member or staff makes no reference to the ORGANISATION or related issues.

## 4.0 Guiding Principles

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

Due to the unique nature of sporting groups such as ORGANISATION, 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 ORGANISATION.

The ORGANISATION considers all members of the ORGANISATION are its representatives.

Honesty is always the best policy, especially online. It is important that ORGANISATION 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 ORGANISATION brand and follow the guidelines in place to ensure ORGANISATION's intellectual property or its relationships with sponsors and stakeholders is not compromised, or the organisation is brought into disrepute.

## 5.0 Usage

For ORGANISATION 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 ORGANISATION, its affiliates, partners or sponsors; and
* Must not bring the organisation or the sport into disrepute.

For ORGANISATION 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, ORGANISATION members and staff may not use the ORGANISATION 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 Branding and Intellectual Property (IP)

It is important that any trademarks belonging to ORGANISATION or any state centre, branch or club are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else.”).

Trademarks include:

* Club, branch and ORGANISATION logos;
* ORGANISATION associated slogans;
* Images depicting members, volunteers, staff and/or equipment, where they can be identified as being part of the ORGANISATION, except with the permission of those individuals and within other stated guidelines;
* Other ORGANISATION iconic imagery or the official ORGANISATION uniforms.

## 7.0 Use of Official ORGANISATION social media presence or profiles

When creating a new website, social networking page or forum for staff/club member use, care should be taken to ensure the appropriate person at a club/branch/state level has given written consent to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of minor children may not be replicated on any site without the written permission of the child’s parent and/or guardian.

For official ORGANISATION blogs, social pages and online forums:

* Posts must not contain, nor link to, pornographic or indecent content;
* Some hosted sites may sell the right to advertise on their sites through ‘pop up’ content, which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the ‘pop up’ content cannot be controlled;
* ORGANISATION employees must not use ORGANISATION online pages to promote personal projects; and
* All materials published or used must respect the copyright of third parties.

## 8.0 Consideration towards others when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. ORGANISATION 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 ORGANISATION event will not appear publicly on the Internet. In certain situations, ORGANISATION members or staff could potentially breach the privacy act or inadvertently make ORGANISATION liable for breach of copyright.

ORGANISATION 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.

ORGANISATION 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 ORGANISATION if it can in any way be linked to their role in the ORGANISATION, including:

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

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

## 9.0 Breach of Policy

The ORGANISATION, its state centres, branches and clubs continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to ORGANISATION.

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

## 10.0 Consultation or Advice

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

Insert Designated Officer