



DANDENONG SOFTBALL ASSOCIATION

Dandenong Softball Association

Social Media Policy

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Introduction

Dandenong Softball Association (DSA) has created this policy in order to adapt to, and meet the demands of social media and ensure it is utilised for the benefit of Dandenong Softball Association and its members.

Responsibility:

- DSA will be responsible for its members under its control.
- Any breaches of the policy will be dealt with by DSA in accordance with the processes included in this Policy, and any subsequent approved procedures.

Purpose

- Social media offers the opportunity for people to gather in online communities of shared interest and share content. Dandenong Softball Association (DSA) recognises the benefits of social media as an important tool of engagement and enrichment for its members, and makes use of various outlets including Facebook, Twitter and YouTube.
- DSA, and its Member Clubs are highly respected organisations. It is important that DSA's reputation is not tarnished by anyone using social media tools in ways that are inconsistent with DSA's stated values and policies.
- This policy aims to provide guiding principles to follow when representing DSA through the use of social media. This policy does not apply to the personal use of social media platforms by DSA members where the DSA member or staff makes no reference to DSA or related issues. Any breach of this policy by an individual falling under its scope will be dealt with according to the prescribed method set out in Section 8.

DSA reserves the right to enforce this Acceptable Use Policy at its discretion. DSA may remove any posted messages that it considers to be in breach of the Policy. If you have any questions about this policy, contact the Secretary of Dandenong Softball Association.

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1. Applicable Parties

The following parties are obliged to follow the guidelines set out in this policy:

- a. All Members of Dandenong Softball Association.
- b. All Dandenong Softball Association Staff and Committees.
- c. All team and squad members or individual competitors representing Dandenong Softball Association at any softball event.
- d. Event volunteers and any other Dandenong Softball Association Representatives.

2. Guiding principles

1. DSA, its Member Associations and Clubs monitor online activity in relation to the organisation and its members. Any detected breaches of this policy should be reported to DSA.
2. If detected, a breach of this policy may result in disciplinary action from DSA. A breach of this policy may also give rise to implied breaches of other Softball Australia Limited (SAL) and DSA policies. This may involve a verbal or written warning, or in serious cases, termination of employment or engagement with DSA.
3. DSA Members may be disciplined in accordance with DSA's Member Protection Policy.
4. DSA may record any information posted to one of our social media channels (including Facebook, Twitter and YouTube) and may use that information for the purpose of administering its social media channels and considering and/or addressing any comments made. No attempt will be made to further identify users of our social media channels except where authorised by law. DSA is not responsible for the privacy practices or content included in our social media channels or any linked websites.
5. DSA assumes no legal liability for anything posted on a social media site by an athlete or any other team member while representing DSA in any competition.
6. This policy covers all forms of social media. Social media includes, but is not limited to, such activities as:
 - a) Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter, google+, or MySpace);
 - b) Content sharing include Flickr (photo sharing), YouTube (video sharing) and Instagram
 - c) Commenting on blogs for personal or business reasons;
 - d) Leaving product or service reviews on retailer sites, or customer review sites;
 - e) Taking part in online votes and polls;
 - f) Taking part in conversations on public and private web forums (message boards).

3. Usage

For DSA members, staff and representatives using social media, such use:

1. Must not contain, or link to, libelous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
2. Must not comment on, or publish, information that is confidential or in any way sensitive to DSA, its affiliates, partners or sponsors; and
3. Must not bring the organisation or softball into disrepute.
4. Furthermore, DSA members, staff and representatives may not use the DSA brand (see 5.0 below) to endorse or promote any product, opinion, cause or political candidate; and it must be clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of DSA.
5. The web is not anonymous. DSA members, staff and representatives should assume that everything they write could be traced back to them.
6. Due to the unique nature of Softball in Australia, 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 DSA. DSA considers all members of DSA as its representatives; as such, it is 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 DSA.
7. It is important that DSA members appreciate the web as a permanent record of online actions and opinions.
8. When using the Internet for professional or personal pursuits, all members must respect the DSA brand and follow the guidelines in place to ensure DSA's intellectual property or its relationships with sponsors and stakeholders is not compromised (see Section 4 below).

4. Branding and Intellectual Property (IP)

It is important that any trademarks belonging to DSA or any Member 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 conjunction with something else”. Trademarks include but are not limited to:

- a) Association, Club and DSA logos;
- b) The Competition League
- c) Specific images depicting volunteers, staff and/or equipment, except with the permission of those individuals
- d) Other DSA imagery.

5. Official Dandenong Softball Association (DSA) Blogs, Social Pages and Online Forums

When creating a new website, social networking page or forum for staff/member Association use, care should be taken to ensure the appropriate person at an Association/Club level have 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 DSA blogs, social pages and online forums:

- a) Posts must not contain, nor link to, pornographic or indecent content;
- b) 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;
- c) DSA employees must not use DSA online pages to promote personal projects
- d) All materials published or used must respect the copyright of third parties.

6. Consideration towards others when using Social Networking Sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. DSA members and representatives must recognise that it may not be appropriate to share certain photographs, videos or comments in this way. For example, there may be an expectation that photographs taken at a private DSA event will not appear publicly on the Internet. In certain situations, DSA members or staff could potentially breach the *Privacy Act 1988* or inadvertently make DSA liable for breach of copyright.

For practicality reasons, incidental or contextual use of a person's image does not require permission before publication, for example an image of a crowd at a DSA event. Only the direct, clearly identifiable use of a person's image or information requires express permission.

DSA members 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. 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 regarding publishing any information regarding minors. Parental consent is mandatory.

7. Breach of Policy

A breach of this policy covers any conduct that brings, or risks bringing DSA or its affiliates into disrepute. For the avoidance of doubt, the meaning of disrepute for the purposes of this policy is: 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. Such actions can include:

- Abusive, harassing or threatening comments
- Defamatory or libelous comments
- Insulting, provocative or hateful language
- Obscene or offensive language
- Posting material to our social media channels that infringes the intellectual property rights of others
- Posting multiple versions of the same view to our social media channels or making excessive postings on a particular issue
- Promoting commercial interests in your posts to our social media channels including internet addresses or links to websites, or any email addresses in your post to our social media channels.

8. Disciplinary Process

Any offences alleged under this policy shall be dealt with in a manner pursuant to DSA's disciplinary procedure contained in the DSA Member Protection Policy.

9. Consultation or Advice

This policy has been developed to provide guidance for DSA members and representatives in a new area of social interaction. DSA members who are unsure of their rights, liabilities or actions online and seek clarification, should contact the Executive Committee, Dandenong Softball Association.