

POLICY CATEGORY	Communications, Marketing and Media		
POLICY TITLE	<i>Social Media</i>		
DOCUMENT NO	6.3	VERSION	1
CONTACT	Management Committee		
IMPLEMENTATION DATE	01 Jan 2017	REVIEW MONTH	November
FIRST ISSUED	Approved – 9 Nov 16	REISSUED	
RELATED DOCUMENTS	1 – Member Protection 6.1 – Brand and Identity 7.8 – Recordkeeping		
AUTHORITY	<p><i>Football Federation of Australia:</i></p> <ul style="list-style-type: none"> • Member Protection Policy • Code of Conduct • Spectator Code of Behaviour • <i>Fact Sheets</i> <ul style="list-style-type: none"> ○ Respect – Match Officials ○ Respect – Senior Players ○ Respect – Junior Players, Parents, Coaches and Managers • Statutes and Regulations <p><i>Sunshine Coast Football:</i></p> <ul style="list-style-type: none"> • Competition Rules • Players and Officials Code of Conduct • Policies and Procedures 		

Scope	This policy applies to all Committee Members, Coaches, Managers, Players, Club Members and Visitors.
Purpose	<p>This policy details the approach to social media that has been adopted by the Bribie Island Soccer Football Club.</p> <p>The club recognises that social media is a great way to communicate and interact with members, potential members and supporters and uses this policy to promote responsible use.</p>
Responsibilities	<p>Management Committee</p> <p>The Management Committee is responsible for the timeliness, appropriateness and accuracy of posts generated by the club and the posts on our Facebook page.</p>

	<p>Coaches, Managers, Players, Club Members and Visitors</p> <p>We expect our Coaches, Managers, Players, Club Members and Visitors to conduct themselves appropriately when using social media. Their posts and communication:</p> <ul style="list-style-type: none"> • must not offend, intimidate, humiliate or bully another person • must not be misleading, false or injure the reputation of another person • should respect and maintain the privacy of members • must not bring the club into disrepute <p>We ask our members to connect privately before they respond publicly when they encounter conflicts and misrepresentation in social networking sites. That is, we ask them to make every effort to talk privately and directly to the person(s) involved—or find an intermediary who can do so—before publishing any posts or comments about the issue. We also prefer that our members do not to respond to nasty comments about them, their group, event or site. If posts veer into abuse or libel, the club supports the use of disciplinary and grievance procedures to resolve issues.</p>
Process	<p>Social Media</p> <ul style="list-style-type: none"> • We treat all social media postings, blogs, status updates and tweets as public ‘comment’. • Postings (written, photos or videos) will be family-friendly and feature positive club news and events. • No personal information about our members will be disclosed. • No statements will be made that are misleading, false or likely to injure a person’s reputation. • No statements will be made that might bring our club into disrepute. • Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.
	<p>Non-compliance</p> <ul style="list-style-type: none"> • Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our member protection policy or code of conduct. • Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police. • In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.
	<p>Reporting</p> <ul style="list-style-type: none"> • The Governance and Communications manager will provide regular reports and updates in relation to the club’s presence on social media.

	<p>Recordkeeping</p> <ul style="list-style-type: none">• Any additions, amendments or updates to this document are to occur via the Management Committee.• Approvals will be recorded into the committee minutes.• The committee, as part of its record keeping will retain previous versions for future reference.• The committee, as part of its record keeping will retain social media records as per the club recordkeeping policy.
Resources	<ul style="list-style-type: none">•
References	<ul style="list-style-type: none">• Play by the Rules – Social Media Toolkit
Definitions	<ul style="list-style-type: none">•