

Cumberland Nepean Softball Association (CNSA) - SOCIAL MEDIA POLICY

CNSA 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 CNSA and its members.

Responsibility:

**CNSA will be responsible for its members under its control.
Any breaches will be dealt with by CNSA in accordance with the processes included in this Policy, and any subsequent regulatory procedures.**

Please direct any enquiries on this policy to secretary@cumberlandssoftball.org.au

This Policy takes effect from: May 2013

1. PURPOSE

- a) Social media offers the opportunity for people to gather in online communities of shared interest and shared content. Cumberland Nepean Softball Association (CNSA) 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.
- b) CNSA and affiliated Clubs are highly respected organisations. It is important that CNSA's reputation is not tarnished by anyone using social media tools in ways that are inconsistent with CNSA's stated values and policies.
- c) This policy aims to provide some guiding principles to follow when representing CNSA through the use of social media. This policy does not apply to the personal use of social media platforms by CNSA executive members, which makes no reference to CNSA 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.
- d) CNSA reserves the right to enforce this Acceptable Use Policy at its discretion. CNSA may remove any posted messages that it considers to be in breach of the Policy. If you have any questions about this policy, please contact us at secretary@cumberlandssoftball.org.au

2. APPLICABLE PARTIES – The following parties are obliged to follow the guidelines set out in this policy:

- a) All Members of CNSA;
- b) CNSA executive members and sub-committees;
- c) All Team and Squad Members (including parents and guardians) or Individual Competitors Representing CNSA at any Softball Event, Professional or Amateur; and
- d) Event Volunteers and any other CNSA Representative.

3. GUIDING PRINCIPLES -

- a) CNSA and its affiliated Clubs continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to CNSA.
- b) If detected, a breach of this policy may result in disciplinary action from CNSA. A breach of this policy may also give rise to implied breaches of other CNSA policies. This may involve a verbal or written warning or in serious cases, removal from a CNSA representative team.

c) CNSA members may be disciplined in accordance with CNSA disciplinary regulations.

d) CNSA 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. CNSA is not responsible for the privacy practices or content included on our social media channels or any linked websites.

e) CNSA assumes no legal liability for anything posted on a social media site by an athlete or any other Team Member while representing CNSA in any competition.

f) This policy covers all forms of social media. Social media includes, but is not limited to, such activities as:

- i. Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- ii. Content sharing include Flickr (photo sharing) and YouTube (video sharing);
- iii. Commenting on blogs for personal or business reasons;
- iv. Leaving product or service reviews on retailer sites, or customer review sites;
- v. Taking part in online votes and polls;
- vi. Taking part in conversations on public and private web forums (message boards).

4. USAGE - For CNSA members, executive and representatives using social media, such use:

a) Must not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;

b) Must not comment on, or publish, information that is confidential or in any way sensitive to CNSA, its affiliates, partners or sponsors;

c) Must not bring the organisation or Softball into disrepute.

d) Furthermore, CNSA members and representatives may not use the CNSA 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 CNSA.

e) The web is not anonymous. CNSA members and representatives should assume that everything they write could be traced back to them.

f) 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 CNSA. CNSA considers all members of CNSA as its representatives.

g) It is important that CNSA members appreciate the web as a permanent record of online actions and opinions.

h) When using the Internet for professional or personal pursuits, all members must respect the CNSA brand and follow the guidelines in place to ensure CNSA's intellectual property or its relationships with sponsors and stakeholders is not compromised (see 5 below).

5. BRANDING AND INTELLECTUAL PROPERTY (IP)

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

- a) CNSA and Club logos;
- b) Images depicting volunteers, staff and/or equipment, except with the permission of those individuals;
- c) Other CNSA imagery.

6. OFFICIAL CNSA BLOGS, SOCIAL PAGES AND ONLINE FORUMS

When creating a new website, social networking page or forum for executive/member association use, care should be taken to ensure the appropriate person at a club/association 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 CNSA 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 not 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) CNSA executive members must not use CNSA online pages to promote personal projects; and
- d) All materials published or used must respect the copyright of third parties.

7. CONSIDERATION TOWARDS OTHERS WHEN USING SOCIALNETWORKING SITES

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. CNSA 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 CNSA event will not appear publicly on the Internet. In certain situations, CNSA members or representatives could potentially breach the privacy act or inadvertently make CNSA 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 CNSA Event. Only the direct, clearly identifiable use of a person's image or information requires express permission.

CNSA members or representatives 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 essential.

8. BREACH OF POLICY

A breach of this policy covers any conduct that brings, or risks bringing CNSA 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".

Actions which constitute a breach of this policy include:

- a) abusive, harassing or threatening comments
- b) defamatory or libellous comments
- c) insulting, provocative or hateful language
- d) obscene or offensive language
- e) posting material to our social media channels that infringes the intellectual property rights of others
- f) posting multiple versions of the same view to our social media channels or making excessive postings on a particular issue
- g) 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.

9. DISCIPLINARY PROCESS

- a) Any offences alleged under this policy shall be dealt with in a manner pursuant to CNSA's disciplinary procedure contained in the Member Protection Policy and/or CNSA Judiciary Procedures and Policy.

10. CONSULTATION OR ADVICE

- a) This policy has been developed to provide guidance for CNSA members and representatives in a new area of social interaction. CNSA members or representatives, who are unsure of their rights, liabilities or actions online and seek clarification, should contact the CNSA Secretary – secretary@cumberlandsoftball.org.au