



Seacombe Softball Club Inc.

## ***SOCIAL MEDIA POLICY***

**Version 1 – 2017**

### **Policy overview and purpose**

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Seacombe Softball Club Inc.

This policy contains Seacombe Softball Club's guidelines for the Softball community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

### **Coverage**

This policy applies to all persons who are involved with the activities of Seacombe Softball Club whether they are in a paid or unpaid/voluntary capacity and including:

- all members, including life members of Seacombe Softball Club
- persons appointed or elected to Seacombe Softball Club boards, Executive Committee, committees and sub-committees;
- employees of Seacombe Softball Club
- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- coaches and assistant coaches;
- players;
- referees, umpires and other officials;
- member associations
- any other persons as nominated by the Executive Committee of Seacombe Softball Club
- Spectators and family members of persons associated with Seacombe Softball Club

## **Scope**

**Social media** refers to any online tools, platforms or functions that allow people to communicate and/or share content via the internet.

This policy is applicable when using social media as:

1. an officially designated individual representing Seacombe Softball Club on social media; and
2. if you are posting content on social media in relation to Seacombe Softball Club that might affect Seacombe Softball Club's business, products, services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Seacombe Softball Club or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to Seacombe Softball Club may still be regulated by other policies, rules or regulations of Seacombe Softball Club.

### ***Using social media in an official capacity***

You must be authorised by Executive Committee of Seacombe Softball Club before engaging in social media as a representative of Seacombe Softball Club.

As a part of Seacombe Softball Club's, community you are an extension of the Seacombe Softball Club brand.

As such, the boundaries between when you are representing yourself and when you are representing Seacombe Softball Club can often be blurred. This becomes even more of an issue as you increase your profile or position within Seacombe Softball Club. Therefore it is important that you represent both yourself and Seacombe Softball Club appropriately online at all times.

## **Guidelines**

You must adhere to the following guidelines when using social media related to Seacombe Softball Club or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

### ***Use common sense***

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Seacombe Softball Club.

### ***Protecting your privacy***

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

### ***Honesty***

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. Seacombe Softball Club recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

### ***Use of disclaimers***

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of Seacombe Softball Club) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

### ***Reasonable use***

If you are an employee of Seacombe Softball Club, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

### ***Respect confidentiality and sensitivity***

When using social media, you must maintain the privacy of Seacombe Softball Club's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of Seacombe Softball Club.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you 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 to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

### ***Gaining permission when publishing a person's identifiable image***

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

### ***Complying with applicable laws***

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

### ***Abiding by copyright laws***

It is critical that you comply with the laws governing copyright in relation to material owned by others and Seacombe Softball Club's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

### ***Discrimination, sexual harassment and bullying***

The public in general, and Seacombe Softball Club's employees and members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you are also bound by all of Seacombe Softball Club's policies and guidelines.

### ***Dealing with mistakes***

If Seacombe Softball Club makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses Seacombe Softball Club of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

### ***Conscientious behaviour and awareness of the consequences***

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership of Seacombe Softball Club at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

### ***Branding and intellectual property of Seacombe Softball Club***

You must not use any of Seacombe Softball Club's intellectual property or imagery on your personal social media without prior approval from Seacombe Softball Club

Seacombe Softball Club's intellectual property includes but is not limited to:

- trademarks, logos, slogans
- imagery which has been posted on Seacombe Softball Club official social media sites or website.

You must not create either an official or unofficial Seacombe Softball Club presence using the organisation's trademarks or name without prior approval from Executive Committee of Seacombe Softball Club.

You must not imply that you are authorised to speak on behalf of Seacombe Softball Club unless you have been given official authorisation to do so by Executive Committee of Seacombe Softball Club.

Where permission has been granted to create or administer an official social media presence for Seacombe Softball Club you must adhere to all of Seacombe Softball Club Guidelines and policies.

### **Policy breaches**

Breaches of this policy include but are not limited to:

- Using Seacombe Softball Club's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing Seacombe Softball Club, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, 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.

Club President  
Signature  
Date

Secretary  
Signature  
Date