

YFNC Policy Manual	Policy Classification Policy Number and Name	400 Communication 401 Social Media	Ratified 11 /04 / 2016
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Social Media

1. Rationale

YFNC is a Good Sports Club, and has made a commitment to what it means to be a member of our Club. This policy draws attention to three principles in particular. Members of our Club

- i. Respect the decisions of officials and teach everyone to do the same; we encourage players to follow the rules and the officials' decisions;
- ii. Condemn the use of violence in any form, whether it is by spectators, coaches, officials or players; we will not use foul language, sledge or harass spectators, coaches, officials or players;
- iii. Respect the rights, dignity and worth of every person regardless of their gender, ability, cultural background or religion.

Our Club embraces social media as a valuable and important tool to engage and connect with members, community and other relevant stakeholders. YFNC recognises the need to have a policy that ensures members who use social media (see 3.i, below) either in a work or personal capacity, have guidance.

It is important for users to understand that the content you post on social media can have serious ramifications for YFNC, its members, sponsors or other related organisations including AFL, Netball Victoria, TDFL and TDNA, competitors and individuals. Comments may be mistakenly attributed to the YFNC in some circumstances. It is therefore important that users always think twice before posting.

This policy is designed to assist users, in using good judgment to post appropriate content on social media that works for the YFNC and for you, by suggesting do's and don'ts when posting content on social media.

2. Purpose and scope

This policy sets out YFNC's expectations for the personal and Club use of social media. Forms and perceptions of social media change from time to time. Social media for the purpose of this policy is specifically not limited to certain digital platforms. YFNC considers each of the following platforms/internet programs/digital interfaces as social media for the purpose of this policy:

- i. external and internal social networking sites (eg Facebook, Twitter, Bebo, Linked In, MySite and Yammer);
- ii. video and photo sharing websites (eg Flickr, YouTube);
- iii. micro-blogging sites (eg Twitter);
- iv. weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications (eg. 'comments' or 'your say' feature in print media);
- v. forums and discussion boards (eg Whirlpool, Yahoo!Groups or Google Groups);
- vi. online encyclopaedias (eg Wikipedia);
- vii. instant messaging (including SMS);
- viii. Vod- and Podcasting; and
- ix. any other website that allows individual users or companies to use simple publishing tools.

3. Application

This policy applies to the following:

- i. all financial members, life members and unnamed persons associated with the YFNC in the category of Family members
- ii. all persons identified in 3.i, above are generally referred to as 'members', 'users' or 'you' throughout this policy

For the avoidance of doubt, this policy also applies to any personal use of social media by a user.

4. Consequences of breach

Non-compliance with this policy may be a breach of your obligations to YFNC, as outlined in the YFNC Code of Conduct. It may also constitute sexual harassment, discrimination, or some other contravention of the law.

A breach of this policy may result in disciplinary action by YFNC which could include termination of your membership and/or any contract between you and the Club.

5. Review this checklist every time you use social media

Before using social media, ask yourself the following questions:

- i. Would I want my manager, team, family or friends to see this?
- ii. Would I regret my actions?

- iii. Am I revealing any sensitive or confidential information?
- iv. Could this negatively impact the YFNC or a related organisation such as a sponsor?
- v. Do I have any position of responsibility in the YFNC which permits or requires me to use social media?

6. When using social media do:

- i. respect others' privacy and seek permission before mentioning them in a post (through text or image);
- ii. ensure that content you publish is factually accurate and complies with relevant YFNC policies;
- iii. expressly state on all postings relating to YFNC or where you may be identified as a YFNC member, that the stated views are your own and are not those of YFNC;
- iv. be polite and respectful to all people you interact with;
- v. adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws; and adhere to the YFNC's policies or Codes of Conduct general or specific as appropriate.

7. When using social media, do not:

- i. talk negatively about the YFNC, its members, its competitors, sponsors, or customers/fans or any other related organisation;
- ii. bring the YFNC into disrepute;
- iii. post or release any YFNC information or material (images or comments) prior to its official launch or announcement by an authorised representative in the public domain;
- iv. post or release any material on or use social media in relation to internal events or functions such as Committee, team, other operational or social functions;
- v. use or disclose any confidential information or personal information obtained in your capacity as a member or contractor of the YFNC;
- vi. misrepresent a personal view as that of the YFNC;
- vii. plagiarise or breach copyright of other people when using material;
- viii. excessively use social media platforms in a work or non-work capacity during work hours;
- ix. make promises or statements regarding the YFNC's operations which are not true;
- x. post material that is offensive, obscene, disparaging, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order, or is otherwise unlawful;
- xi. imply that you are authorised to speak as a representative of YFNC, nor give the impression that the views you express are those of YFNC;
- xii. think that linking to, linking, forwarding or referencing posts, articles, blogs, images, videos, views or opinions of other waives or abrogates any of your obligations under this policy;
- xiii. use your email address or YFNC logos/insignia that may give the impression of official support or endorsement of your personal comment; and
- xiv. use the identity or likeness of another employee, contractor or other member of YFNC.

8. Official YFNC Spokespersons

To ensure a consistent and controlled approach, only a limited number of YFNC members are authorised to speak to the media on behalf of the Club. This also applies to representing the Club on social media.

Before engaging in social media as a representative of YFNC, you must be formally authorized to comment by the President.

9. Personal use of social media

The AFL recognises that you may use Social Media in your personal life. This policy does not intend to discourage nor unduly limit your personal expression or online activities.

However, you should recognise the potential for damage to be caused (either directly or indirectly) to YFNC in certain circumstances via your personal use of social media. Accordingly, you should comply with this policy at all times to ensure that the risk of such damage is minimised.

10. Reporting inappropriate media related content

If you notice inappropriate or unlawful content online relating to YFNC, or any content that may otherwise have been published in breach of this policy, you should report the circumstances to the President.

If you notice any material on social media that may lead to a media issue or may require a YFNC response, you should notify the President as soon as possible.

If you require clarification about any aspect of this policy and how it applies to your own circumstances, please contact a member of the Committee.

Brendan Johnson
President

Trevor Matthews
Secretary

12 April 2016
Date