



Social Media Policy

2013 v1.1

Document Control

Version	Date	Notes
0.1	25/8/2012	Created initial document in Draft mode
0.2	07/10/2012	<ul style="list-style-type: none">• Major edit of all sections• Changed Title page layout
0.3	24/10/2012	Major edit of most sections
0.4	28/10/2012	<ul style="list-style-type: none">• Incorporated TR version 2 edits• Changed Title Page Layout
1.0	28/10/2012	For Release to Association
1.1	23/01/2012	<ul style="list-style-type: none">• Removed name column in Document Control table.• Part 3 Page 7– removed “Guidelines for member usage of CDSA Facebook and Website” listed under heading.• Amended Schedule for review to include “at minimum”• Updated Footer to reflect 2013

Schedule for Review

This document must be reviewed at minimum every 12 months.

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Introduction

This policy is aligned to the CDSA 'Member Protection Policy' and as such it applies to all members of the association including administrators, coaches, officials and players.

This policy intends to provide guidance on effective communication which prevents abuse, discrimination and harassment which may occur through the use of social media.

This policy addresses three key criteria:

- Part 1. Association usage of social media – outlines how the CDSA Management Committee will use social media to communicate with members and how members may use the association Facebook page.
- Part 2. Club usage of social media - provides guidance on using social media at a club level and the responsibilities that are involved.
- Part 3. Member usage of social media – provides guidance at the member level about the responsibilities of using social media to communicate about softball related matters.

Guiding Principles:

1. The Internet is not anonymous. Assume that everything you write or post can be traced back to you, your club or association (in this case CDSA). It is important that you think of the Internet as a permanent record of your online actions and opinions.
2. The boundaries between committee positions, playing activity, officiating roles and social life within softball can often be blurred. It is therefore essential that you consider these roles and your associated responsibilities when communicating with others.
3. This 'Social Media Policy' falls within the scope of the 'Member Protection Policy'. The association 'Member Protection Policy' intends to provide members with an environment free of abuse, discrimination and harassment in which members are treated with respect and dignity. Breaches of the 'Social Media Policy' will result in disciplinary action as stipulated in the 'Member Protection Policy'.
4. Communication via social media for softball purposes is not to be used as a medium to air grievances or judgements against other people, teams or Clubs. Breaches of the 'Social Media Policy' will result in disciplinary action as stipulated in the 'Member Protection Policy'.

Part 1 – Association usage of Internet and Social Media

A) CDSA Facebook Page

The CDSA Facebook Page is a means for information approved by the committee to be provided to the general membership.

Other than an ability to 'like' posts, members will not be permitted to post or tag others or make public comment on the wall nor add photos and videos.

Individual members may communicate with the association using the private messaging feature on the association page. In all instances, private messages should clearly identify the sender and the club to which the sender is involved. The management committee will determine the appropriate course of action related to the receipt of private messages and this may include requiring the member to redirect the matter back through the relevant club committee.

Official communication from clubs will not be accepted on the association Facebook page and must be provided directly to the association Secretary via email or in writing.

Goals:

- Provide members with direct communication from CDSA Committee
- Protect members from harassment, abuse and discrimination

Uses for the CDSA Facebook Page:

- Post information of interest to members, including association and club events.
- Post photos and / or video relating to Association events. Images of children will not be posted without the prior approval of parent/guardian.

Guidelines:

- CDSA Executive to approve all content to be placed on CDSA Facebook page
- CDSA Webmaster/Technology Officer to :
 - Post approved communications
 - Perform technical activities that keep the page safe from destructive activities such as viruses etc.
 - Maintain Association Facebook page and make operational changes as requested by the CDSA Management Committee

B) CDSA Website

Goal:

- To promote CDSA and provide interested persons with relevant information about CDSA.

Content:

- Provision of information about resources
- Provision of contact details for all member clubs
- Sponsorship pages
- Committee contact details
- Provision of results, schedule, draw
- Provision of access to resources such as forms, documents, policy, constitution, bylaws and procedures

Guidelines:

- The page will be regularly maintained by the CDSA Webmaster/Technology Officer
- CDSA committee representative will forward information to be posted on the site to the CDSA Webmaster/Technology Officer with a required date for posting

Part 2 - Club usage of Internet and Social Media

This policy may be:

- the sole reference policy for member clubs, or;
 - Clubs may elect to further develop their own policy related to social media usage.
- However, member clubs cannot override or otherwise replace the intent of this policy.

Clubs who wish to further develop their own policy are invited to consider use of the attached template titled "*Club Social Media & Communication Policy.*"

The committee of each member club must ensure that **effective immediately**, all members are aware of this Social Media Policy and its links to the CDSA 'Member Protection Policy'. These policies are available on the association's web page or copies may be obtained directly from the association Secretary.

Each member is then responsible for ensuring their understanding of these policies before they engage in further communication of any type in any social media format which is connected to the CDSA association and its members.

Any club which allows communication to remain posted on a medium which is directly linked to that club (and therefore CDSA) which might reasonably be seen to contravene the 'Member Protection Policy' may be subject to disciplinary action as per the 'Member Protection Policy'.

Administrators, coaches, officials or players who are members of 'closed' group (or similar) communication methods are not exempt from the requirements of this policy or the 'Member Protection Policy' and its associated disciplinary activities

Part 3 – Guidelines for Member usage of Internet and Social Media

What we ask you to do

- Promote fair and safe play of Softball at all times
- Ensure any comment you make or give support to, does not discriminate, abuse, harass, ridicule, victimise or embarrass any other person, team or club associated with CDSA
- Be fair, considerate and honest in all your social media interactions which might be associated with CDSA
- Treat all persons with respect, dignity and proper regard for their rights and obligations
- Respect the privacy of others
- Ensure you understand your obligations with regard to the CDSA 'Member Protection Policy' and any consequences in regard to that policy
- Act at all times in a manner which promotes Softball as a sport of choice for both female and male players of all age groups

Non-Compliance

- Any activity which may be considered to be a breach of the 'Member Protection Policy' will be investigated and dealt with under the 'Disciplinary Action' provisions of the 'Member Protection Policy'
- **Remember – cyber bullying is a criminal offence which may be reported to police.**

Appendix

CLUB SOCIAL MEDIA & COMMUNICATION POLICY

Our commitment

Electronic communication is essential for sharing club news and information with our members. Our communication will be timely, appropriate and related to club business.

What we will do

We use a range of electronic tools to communicate with our members.

Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

A webmaster will be appointed to provide accountability and control over material published on our club's website and any related discussion groups or social media websites, such as Facebook, YouTube or Twitter.

Website

- Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos will be published.
- If we intend to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide identifying information.
- We will seek feedback from members to improve the information available on the site.

SMS and email

- Committee members, coaches and team managers may use SMS and email to provide information about competition, training, club-sanctioned social events and other club business, however:
- SMS messages should be short and about club/team matters
- email communication will be used when more information is required
- communication involving children will be directed through their parents.

Social media websites

- 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.

What we ask you to do

We expect our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the club.

Electronic communication:

- should be restricted to club matters
- 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.

Coaches and others who work with children and young people must direct electronic communication through the child's parents.

Non-compliance

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.