

SOCIAL MEDIA POLICY

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 Golden Grove Little Athletics Centre (GGLAC). This policy contains guidelines for the GGLAC 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 the committee.

The committee reserves the right to remove any social media communication which is deemed as inappropriate, or does not meet the values of the club or the association.

Coverage

This policy applies to all persons who are involved with the activities of GGLAC including:

- Athletes
- Parents
- Honorary and life members
- Committee members
- Volunteers and chaperones
- Coaches
- Officials
- Spectators

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to platforms including, but not limited to:

- Social networking sites
- Video and photo sharing websites or apps
- Blogs and micro-blogging
- Review sites
- Live broadcasting apps
- Podcasting

- Geo-spatial tagging
- Online encyclopaedias
- Instant messaging
- Online multiplayer gaming platforms
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. An officially designated individual representing GGLAC on social media; and
2. If you are posting content on social media in relation to the centre that might affect GGLAC's events, sponsors, members or reputation.

Information Sharing

GGLAC encourages the sharing and reposting of online information that is relevant, appropriate and of interest to its members.

Social Media Activity including, but not limited to, postings, blogs, status updates, and tweets:

- Must not contain material which is, or has the potential to be, offensive, aggressive, defamatory, threatening, discriminatory, obscene, profane, harassing, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate
- Must not contain material which is inaccurate, misleading or fraudulent
- Must not contain material which is in breach of laws, court orders, undertakings or contracts
- Should respect and maintain the privacy of others
- Should promote the sport in a positive way

Using social media in an official capacity

You must be authorised by the committee before engaging in social media as a representative of GGLAC. As a part of GGLAC's community you are an extension of the centre's brand. As such, the boundaries between when you are representing yourself and when you are representing GGLAC can often be blurred. This becomes even more of an issue as you increase your profile or position within GGLAC. Therefore it is important that you represent both yourself and GGLAC appropriately online at all times.

Guidelines

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

Integrity

GGLAC will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals. In addition, it will post in accordance with the affiliations Privacy policy.

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.

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. GGLAC 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.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of GGLAC's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of GGLAC. Remember, if you are online, you are on the record—much of the content posted online is public and searchable. Within the scope of your authorisation by GGLAC, it is perfectly acceptable to talk about GGLAC and have a dialogue with the community, but it is not okay to publish confidential information of GGLAC. 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.

Discrimination, sexual harassment and bullying

The public in general, and GGLAC'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 may also be bound by GGLAC's values and Anti-Discrimination, Harassment and Bullying Policy

Avoiding controversial issues

Within the scope of your authorisation by GGLAC, if you see misrepresentations made about GGLAC in the media, you may point that out to the GGLAC committee. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Dealing with mistakes

If GGLAC 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 GGLAC 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 at risk.

Branding and intellectual property of GGLAC

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

GGLAC's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on GGLAC's official social media sites or website.

You must not create either an official or unofficial GGLAC's presence using the organisation's trademarks or name without prior approval from the committee. You must not imply that you are authorised to speak on behalf of GGLAC unless you have been given official authorisation to do so by the committee.

Policy breaches

Breaches of this policy include but are not limited to:

- Using GGLAC's name and/or logo in a way that would result in a negative impact for the organisation 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 competition would result in a breach of the rules.
- Posting or sharing any content in breach of GGLAC's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- 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 GGLAC, 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.

Reporting a breach

If you notice inappropriate or unlawful content online relating to GGLAC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to a committee member. Where it is considered necessary, GGLAC may report a breach of this social media policy to police.

Disciplinary process, consequences and appeals

Participants may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another participant. Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the GGLAC's Member Protection Policy.

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, participants who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

Review

This policy will be reviewed annually by the Committee.

Policy developed: Aug 2017

Policy reviewed without change: Oct 2018, Feb 2021

Policy reviewed, and changes accepted: Feb 2022

Date for next review: Feb 2023