



## Belwest Foxes Soccer Club Inc.

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# Social Media Policy

## 1. Purpose

This policy is intended to protect the interests of *Belwest Foxes Soccer Club Inc.*, its members and associated stakeholders by defining the requirements expected in the use of social media.

Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based club, *Belwest Foxes Soccer Club Inc.* recognises the benefits of social media as an important tool of engagement and enrichment for its members.

Along with those benefits are associated risks to the reputation of the *Belwest Foxes Soccer Club Inc.*, its members and followers and individuals who might interact with the club through social media channels.

## 2. Definition of a member

For the purposes of this policy a *member* is defined as:

- a) any person who has been appointed or is appointed an Honorary Member or a Life Member of the Club;
- b) any person who is registered with and by the Club as a player and in respect of whom all prescribed registration and other fees have been paid to the Club;
- c) any person who is a member of the committee of the Club; and
- d) any other person whose nomination for membership has been approved in accordance with the provisions of the Rules of *Belwest Foxes Soccer Club Inc.*

## 3. Definition of Social Media

Social media includes, but is not limited to, the generation or sharing of content by an individual. It can include (but is not limited to) such activities as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Snapchat, Shutterfly, Twitter or similar social media sites)
- Content sharing including Instagram, Pinterest, Flickr (photo sharing) and YouTube (video sharing)
- Commenting on blogs for personal or business reasons
- Leaving product or service reviews on retailer sites, or customer review sites
- Taking part in online votes and polls
- Taking part in conversations on public and private web forums (message boards)
- Editing a Wikipedia or other editable page.

*Belwest Foxes Soccer Club Inc.*, has a long history and is a highly respected community club. It is important that *Belwest Foxes Soccer Club Inc.* reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the club.

## 4. Intent of the Policy

The intent of this policy is to include anything posted online where information is shared that might affect members, sponsors or *Belwest Foxes Soccer Club Inc.* as an club.

## 5. Who does it apply to?

This policy applies to *Belwest Foxes Soccer Club Inc.* members.

When someone clearly identifies their association with *Belwest Foxes Soccer Club Inc.*, and/or discusses their involvement in the club in areas defined as social media, they are expected to behave and express themselves appropriately, and in ways that are consistent with *Belwest Foxes Soccer Club Inc.* stated values and policies

## 6. Where does it apply?

This policy covers all forms of social media.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by *Belwest Foxes Soccer Club Inc.* members or volunteers where the *Belwest Foxes Soccer Club Inc.* member or volunteers makes no reference to the *Belwest Foxes Soccer Club Inc.* or related issues.

## 7. Guiding Principles

The web is not anonymous. *Belwest Foxes Soccer Club Inc.* members should assume that everything they write can be traced back to them.

Due to the unique nature of sporting groups such as *Belwest Foxes Soccer Club Inc.*, the boundaries between a member's professional, sport 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 member for the *Belwest Foxes Soccer Club Inc.*

The *Belwest Foxes Soccer Club Inc.* considers all members are its representatives.

Honesty is always the best policy, especially online. It is important that *Belwest Foxes Soccer Club Inc.* members think of the web as a permanent record of online actions and opinions.

When using the Internet for professional or personal pursuits, all members must respect the *Belwest Foxes Soccer Club Inc.* brand and follow the guidelines in place to ensure *Belwest Foxes Soccer Club Inc.* intellectual property or its relationships with sponsors and stakeholders is not compromised, or the club is brought into disrepute.

## 8. Usage

For *Belwest Foxes Soccer Club Inc.* members using social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames
- Must not comment on, or publish, information that is confidential or in any way sensitive to *Belwest Foxes Soccer Club Inc.*, its affiliates, partners or sponsors, and
- Must not bring the club or the sport into disrepute.

For *Belwest Foxes Soccer Club Inc.* committee and support volunteers using social media, such use:

- Must not interfere with work commitments.
- Must abide by all existing policies and workplace rules and regulations

Furthermore, *Belwest Foxes Soccer Club Inc.* members may not use the *Belwest Foxes Soccer Club Inc.* brand to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of *Belwest Foxes Soccer Club Inc.*

## **9. Branding and Intellectual Property (IP)**

It is important that any trademarks belonging to *Belwest Foxes Soccer Club Inc.* are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean "happening in subordinate conjunction with something else").

Trademarks include:

- *Belwest Foxes Soccer Club Inc.* logos
- *Belwest Foxes Soccer Club Inc.* associated slogans
- Images depicting members, volunteers, and/or equipment, where they can be identified as being part of the *Belwest Foxes Soccer Club Inc.*, except with the permission of those individuals and within other stated guidelines
- Other *Belwest Foxes Soccer Club Inc.* iconic imagery or the official *Belwest Foxes Soccer Club Inc.* uniforms

## **10. Use of Official *Belwest Foxes Soccer Club Inc.* social media presence or profiles**

When creating a new website, social networking page or forum for volunteers/club member use, care should be taken to ensure the President of the club 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 *Belwest Foxes Soccer Club Inc.* blogs, social pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content
- Some hosted sites may sell the right to advertise on their sites through 'pop up' content, which may 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
- *Belwest Foxes Soccer Club Inc.* members must not use *Belwest Foxes Soccer Club Inc.* online pages to promote personal projects, and
- All materials published or used must respect the copyright of third parties.

## **11. Consideration towards others when using social networking sites**

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. *Belwest Foxes Soccer Club Inc.* members must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private *Belwest Foxes Soccer Club Inc.* event will not appear publicly on the Internet. In certain situations, *Belwest Foxes Soccer Club Inc.* members or volunteers could potentially breach the privacy act or inadvertently make *Belwest Foxes Soccer Club Inc.* liable for breach of copyright.

*Belwest Foxes Soccer Club Inc.* members or volunteers 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.

*Belwest Foxes Soccer Club Inc.* volunteers should also not be seen to be in a position to be in photographs, videos or other social media content that might be considered controversial for the *Belwest Foxes Soccer Club Inc.* if it can in any way be linked to their role in the *Belwest Foxes Soccer Club Inc.*, including:

- Being at an *Belwest Foxes Soccer Club Inc.* event or representing the *Belwest Foxes Soccer Club Inc.* at an event
- Being in uniform whether public or private

Under no circumstance should offensive comments be made about *Belwest Foxes Soccer Club Inc.* members or volunteers online.

## **12. Breach of Policy**

The *Belwest Foxes Soccer Club Inc.*, continually monitors online activity in relation to the club and its members. Detected breaches of this policy should be reported to *Belwest Foxes Soccer Club Inc.*

If detected, a breach of this policy may result in disciplinary action from *Belwest Foxes Soccer Club Inc.* A breach of this policy may also amount to breaches of other *Belwest Foxes Soccer Club Inc.* policies. This may involve a verbal or written warning or in serious cases, termination of your employment or engagement with *Belwest Foxes Soccer Club Inc.* *Belwest Foxes Soccer Club Inc.* members may be disciplined in accordance with *Belwest Foxes Soccer Club Inc.* disciplinary regulations.

## **13. Consultation or Advice**

This policy has been developed to provide guidance for *Belwest Foxes Soccer Club Inc.* members in a new area of social interaction. *Belwest Foxes Soccer Club Inc.* members or volunteers who are unsure of their rights, liabilities or actions online and seek clarification, should contact the *Belwest Foxes Soccer Club Inc.* designated officer.