

# Social Media Policy

## PURPOSE

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 organisation, Northern NSW Football (NNSWF) recognises the benefits of social media as an important tool of engagement and enrichment for our members.

It is important that the reputation of NNSWF, its affiliated associations and clubs and the sport generally is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference NNSWF.

When someone clearly identifies their association with NNSWF, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately and in the ways that are consistent with NNSWF's stated values and policies.

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 NNSWF members or staff that makes no reference to NNSWF or related issues.

## SCOPE

This policy applies to NNSWF Members and staff of NNSWF. This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- Content sharing including 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); or
- Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, sponsors or NNSWF as an organisation and the reputation of the sport in general.

## GUIDING PRINCIPLES

The web is not anonymous. NNSWF Members and staff should assume that everything they write can be traced back to them.

Due to the unique nature of NNSWF, the boundaries between a NNSWF Member and staff's profession, volunteer time and social life can often be blurred. It is therefore essential that staff and Members make a clear distinction between what they do, think or say in their capacity as a staff member or Member of NNSWF. NNSWF considers all staff members and Members of the organisation as its representatives.

When using the internet for professional or personal pursuits, all staff and Members must respect the brands of NNSWF, all Association Members and Football Clubs, other staff and Members and anybody else involved in our sport and follow the guidelines in place to ensure that sport's intellectual property or its relationships with sponsors and stakeholders is not compromised.

(see "Branding and Intellectual Property" below) or the organisation is brought into disrepute.

## USAGE

For NNSWF Members and staff 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 in anyway;
- Must not bring the organisation or the sport into disrepute; or
- Must not otherwise be in breach of the FFA Code of Conduct.

For NNSWF staff using social media, such use must not interfere with work commitments.

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## BRANDING AND INTELLECTUAL PROPERTY

It is important that any trademarks belonging to NNSWF, a Branch or any Association Member or Football Club are not used in personal social media applications, except where such use can be considered incidental - (where incidents is taken to mean “happening in subordinate conjunction with something else”).

## OFFICIAL FNSW BLOGS, SOCIAL PAGES AND ONLINE FORUMS

When creating a new website, social networking page or forum for staff, Association Members, Football Clubs, competitions or Members generally, care should be taken to ensure the appropriate person has given permission to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the written permission of the child’s parents and/or guardian.

For official NNSWF 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 forum or social pages as the nature of “pop up” content cannot be controlled;
- NNSWF employees must not use NNSWF online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

## CONSIDERATION TOWARDS OTHERS WHEN USING SOCIAL NETWORKING SITES

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. NNSWF Members and staff 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 private NNSWF events will not appear publicly on the Internet.

In certain situations, NNSWF staff or Members could potentially breach the Privacy Act or inadvertently make NNSWF liable for breach of copyright.

NNSWF Members or staff should be considerate to others in such circumstances 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 should they be asked to do so.

Under no circumstance should offensive comments be made about NNSWF, staff and NNSWF Members online.

## BREACH OF POLICY

NNSWF will continually monitor online activity in relation to the organisation and the sport. Detected breaches of this policy should be reported to NNSWF.

If detected, a breach of this policy may result in disciplinary action from NNSWF under the NNSWF Constitution and By-Laws. A breach of this policy may also amount to breaches of other NNSWF governing documents including its constitution, by-laws and other policies. This may involve a verbal or written warning or in serious cases, termination of employment or engagement with NNSWF including suspension of membership.

## DEFINITIONS

**Association Members** means those admitted as Association Members under the Constitution of NNSWF.

**Branches** mean each of Southern Branch, Western Branch and Riverina Branch.

**Directors** mean the directors of NNSWF.

**Football Activity** means any activity of a football nature that takes place on the field of play or playing area or within or external surrounds of a ground or any other activity relating or incidental to the objects of NNSWF.

**Football Clubs** means an entity (whether incorporated or otherwise) formed for the purpose of playing football in competitions conducted by NNSWF or Association Members.

**Office Holder** means a person who holds a position, whether elected or appointed, as:

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- a) president, vice-president, secretary, treasurer, director, committee member or employee of the governing body (however described) of a club member, association member, associate member of NNSWF, standing committee member or holds any like position with a member of an association member, associate member or standing committee member; or
- b) a life member.

**Participants** means Players, coaches, Office Holder, Match Official and Spectators

**Players** means a player registered with a Football Club.

**Spectators** mean a person who attends a Football Activity.

**Members** includes, but not limited to:

- Association Members;
- Football Clubs;
- Directors;
- Branches; and
- Participants.

### **CONSULTATION OR ADVICE**

This policy has been developed to provide guidance for NNSWF Members and staff in a new area of social interaction. NNSWF Members and staff who are unsure of their rights, liabilities or actions online and seek clarification, should contact NNSWF.