



SOCIAL MEDIA POLICY

West Ryde Rovers Sports and Social Club (Incorporated)
Amended on 29 August 2014



INTRODUCTION

1-1. 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, West Ryde Rovers (WRR) recognises the benefits of social media as an important tool of engagement and enrichment for our members.

1-2. It is important that the reputation of WRR, 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 WRR.

1-3. When someone clearly identifies their association with WRR, 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 WRR's stated values and policies.

1-4. WRR is committed to utilising social media to enhance its profile and reputation, to listen and respond to member's opinions and feedback. We encourage members to support our activities through their personal social networking channels while adhering to the following guidelines.

SCOPE

1-5. This policy applies to all members of WRR, and parents of children under the age of 18 that are WRR members.

1-6. This policy covers all forms of social media, and includes, but is not limited to:

- Social networking sites, e.g. Facebook, Google+, MySpace, Bebo, Friendstar;
- Video and photo sharing web sites, e.g. Flickr, YouTube, Blip, Instagram;
- Micro-blogging and activity stream sites, e.g. Twitter, Yammer;
- Blogs and blogging platforms, e.g. WordPress, Blogger, Tumblr;
- Forums and discussion boards, e.g. Yahoo! Groups, Google Groups;
- Any other web sites that allow individual users to use simple publishing tools, e.g. wikis.

1-7. The intent of this policy is to include anything posted online where information is shared that might affect members, sponsors, or the Associations that WRR is affiliated with, WRR as an organisation and of the sport in general.

GUIDING PRINCIPLES

1-8. The web is not anonymous. WRR members should assume that everything they write can be traced back to them.

1-9. Due to the social nature of WRR, the boundaries between a WRR member and volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do, think or say in their capacity as a Member of WRR. WRR considers all members of the organisation as its representatives.

USAGE

1-10. For WRR members using social media, such use:

- Must not disclose private or confidential information about the Club, its office holders, members, guests, employees or suppliers;



- Must not contain, or link to, libellous, defamatory or harassing content – this also applies to the use of illustrations or nicknames;
- Must not bring the organisation or the sport into disrepute; or
- Must not otherwise be in breach of any related Association Code of Conduct.

BRANDING AND INTELLECTUAL PROPERTY

1-11. It is important that any trademarks belonging to Corporation, a Branch or any Association, member or 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 WRR BLOGS, SOCIAL PAGES AND ONLINE FORUMS

1-12. When creating a new website, social networking page or forum for staff, Association members, clubs, competitions or members generally, care should be taken to ensure the appropriate person has given permission to create the page or forum.

1-13. 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.

1-14. For official WRR 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;
- WRR members must not use WRR online pages to promote personal projects without express permission from an Office Holder; and
- All materials published or used must respect the copyright of third parties.

1-15. All official WRR social media is constantly monitored by office holders, and any breach of this policy will be actioned accordingly.

CONSIDERATION TOWARDS OTHERS WHEN USING SOCIAL NETWORKING SITES

1-16. Social networking sites allow photographs, videos and comments to be shared with thousands of other users. WRR members must recognise that it may not be appropriate to share photographs, videos and comments in this way.

1-17. For example, there may be an expectation that photographs taken at private WRR events will not appear publicly on the Internet. In certain situations, WRR members could potentially breach the Privacy Act or inadvertently make WRR liable for breach of copyright.

1-18. WRR members 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.

1-19. Under no circumstance should offensive comments be made about WRR, and WRR members online.



BREACH OF POLICY

1-20. WRR will continually monitor online activity in relation to the organisation and the sport. Detected breaches of this policy should be reported to WRR Club President or a Club Secretary.

1-21. If detected, a breach of this policy may result in disciplinary action from WRR under the WRR Constitution and appropriate By-Laws.

1-22. A breach of this policy may also amount to breaches of other Association governing documents including constitutions, by-laws and other policies. This may involve a verbal or written warning or in serious cases, termination of engagement with WRR including termination of membership.



DEFINITIONS

Association - the sporting associations that WRR Sports and Social Club (Incorporated) is affiliated with. Gladesville Hornsby Football Association (GHFA), Football NSW (FNSW), Football Federation Australia (FFA), Cricket Australia, Eastwood Ryde Netball Association (ERNA).

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

- a. president, vice-president, secretary, treasurer, committee member or employee of the governing body (however described) of a club member, association member, associate member of WRR, 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 - Players, Coaches, Managers, Committee Members, Match Official and Spectators

Players - a player registered with a WRR Club for the purposes of playing that sport.

Spectators - a person who attends a sporting activity for the sole purpose of watching.

Members includes, but not limited to:

- Association Members;
- WRR Sporting Club member;
- Directors;
- Branches; and
- Participants.