



Caboolture Sports FC

Policy overview and purpose

Social Media is transforming the way in which we communicate. This policy has been developed to inform the Caboolture Sports FC community about the appropriate use of social media, enabling participation while being mindful of responsibilities and obligations.

The policy provides practical guidance to ensure that all parties can benefit from the use of social media, while minimising potential risks and protecting those involved. It aims to establish a culture of openness, trust and integrity in all online activities related to Caboolture Sports FC.

This policy outlines the guidelines for the Caboolture Sports FC community regarding social media engagement. It includes details on acceptable use, as well as consequences for policy breaches

In instances where specific guidance on social media issues is not provided within this policy, individuals are encouraged to use common sense or seek advice from the policy's approving authorities.

Underlying principles

This policy complements Caboolture Sports FC core values:

The General Manager (Football) is responsible for all matters related to this policy.

- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)

Coverage

This policy applies to all persons who are involved with the activities of Lions FC, whether they are in a paid or unpaid/voluntary capacity and including:

- members, including life members of Lions FC;
- persons appointed or elected to boards and committees;
- employees of Lions FC;
- members of the Lions FC Executive;
- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- coaches and assistant coaches;
- players;
- referees and other officials;

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 (e.g. Facebook, Twitter)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)

- 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 Caboolture Sports FC on social media; and
2. if you are posting content on social media in relation to Caboolture Sports FC that might affect Caboolture FC's business, services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is unrelated to or does not reference Caboolture Sports FC, its business, competitions, teams, participants, services, events, sponsors, members or reputation. However, misuse of social media in a manner that does not directly reference Caboolture Sports FC may still be subject to regulation under other policies, rules or regulations of Caboolture Sports FC.

Protecting your privacy

Be vigilant about safeguarding your privacy. When you post content online, there is always a possibility that it could become publicly accessible through various means, even if it was meant to be shared privately.

Therefore avoid posting anything online that you would not want anyone to see, regardless of your confidence that a specific individual will not view it.

Whenever possible, adjust the privacy settings on social media platforms to restrict access. Additionally, exercise caution when sharing personal information.

Using social media in an official capacity

You must obtain authorisation from the General Manager (Football) before engaging in social media as a representative of Caboolture Sports FC.

To become authorised to represent Caboolture Sports FC in an official capacity, you must complete the required training available at eSafety.

As a member of the Caboolture Sports FC community, you are an extension of the Caboolture Sports FC brand. Consequently, the lines between representing yourself and representing Caboolture Sports FC can often become blurred especially as your profile or position within the organisation increases. It is therefore essential you represent both yourself and Caboolture Sports FC appropriately online at all times.

Guidelines

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

Use common sense

If you are ever uncertain about the appropriateness of the content you wish to share, seek advice from others before posting or refrain from sharing to be on the side of caution.

When using social media, the boundaries between public and private, personal and professional can often become blurred. Please remember, you are an ambassador for Caboolture Sports FC.

Honesty

In the social media environment, your honesty-or dishonesty-can be quickly noticed. Do not post anything that is dishonest, untrue or misleading. If you are unsure, verify the source and facts before uploading or posting any content. Caboolture Sports FC recommends being on the side of caution; if in doubt, do not post or upload.

Do not post anonymously or use alias or false screen names. Be transparent and honest by using your real name, clearly stating who you are and identifying any affiliations you have. If you have a vested interest in a topic you are discussing, disclose it. If you endorse or recommend something you are affiliated with or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. Assume that all information posted online can be traced back to you. You are accountable for your actions both online and offline, including the information you post on your personal social media accounts.

Always seek permission if the use or publication of information is not incidental but directly related to an individual. This is particularly important when publishing any information about minors. In such cases, parental or guardian consent is mandatory.

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual before using a direct, clearly identifiable image of that person. Refrain from posting any information or photos of a sensitive nature, such as those depicting accidents, incidents or controversial behaviour. In every instance, you must have the consent of the copyright owner of the image.

Use of disclaimers

Whenever practical, include a prominent disclaimer stating your affiliation with Caboolture Sports FC and clarifying that any content you publish represents your personal opinion, not an official statement. While this is good practice and is encouraged, do not rely on it to avoid potential issues as it may not have legal effect.

Reasonable use

If you are an employee of Caboolture Sports FC, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of Caboolture Sports FC's confidential information. This includes information that is not publicly accessible, widely known or expected to be shared outside of Caboolture Sports FC. 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 Caboolture Sports FC, it is acceptable to discuss Caboolture Sports FC and engage with the community, but it is not permissible to publish confidential information. Confidential information includes details about litigation, unreleased product information and unpublished details about our team, coaching practices, financial information and trade secrets.

When using social media, be considerate of others and refrain from posting information if you have been asked not to or if consent has not been sought and given. You must remove information about another person if that person requests it.

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.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others as well as Caboolture Sports FC's own copyrights and brands. Never quote or use more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good practice to link others' work rather than to reproduce it.

The public in general and Caboolture Sports FC's employees and members reflect a diverse set of customs, values and points of view.

Branding and intellectual property of

You must not use any of Caboolture Sports FC's intellectual property or imagery on your personal social media without prior approval from Caboolture Sports FC. Caboolture Sports FC's intellectual property includes, but is not limited to:

- Trademarks
- Logos
- Slogans
- Imagery posted on Caboolture Sports FC's official social media sites or website.

You must not create an official or unofficial Caboolture Sports FC presence using the organisation's trademarks or name without prior approval from Caboolture Sports FC.

You must not imply that you are authorised to speak on behalf of Caboolture Sports FC unless you have received official authorisation from the appropriate authority.

If permission has been granted to create or manage an official social media presence for Caboolture Sports FC, you must adhere to the Caboolture Sports FC Branding Guidelines.

Do 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 are also bound by Caboolture Sports FC values and Anti-Discrimination, Harassment and Bullying Policy.

Avoiding controversial issues

Within the scope of your authorisation by Caboolture Sports FC, if you see misrepresentations made about Caboolture Sports FC in the media, you may report them to the relevant authority within the organisation. Always address such matters with respect and based on factual information. When speaking about others, ensure that your statements are factual and do not discredit or belittle any party.

Dealing with mistakes

If Caboolture Sports FC makes an error while posting on social media, be upfront about the mistake and address it quickly. If you choose to modify an earlier post, clearly indicate that you have done so. If someone accuses Caboolture Sports FC of posting something improper such as copyrighted material or a defamatory comment, address the issue promptly and appropriately. 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 <<INSERT MEMBERSHIP/EMPLOYMENT>> at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

Policy breaches

Breaches of this policy include, but are not limited to:

- Using Caboolture Sports FC's name, motto, crest and/or logo in a manner that negatively impacts the organisation, its club or its members.
- Posting or sharing content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing content that contains insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing content that violates Caboolture Sports FC's anti-discrimination, racial discrimination, sexual harassment or similar policies.
- Posting or sharing content that breaches any state or Commonwealth law.
- Posting or sharing material on our social media channels that infringes on the intellectual property rights of others.
- Posting or sharing material that damages or risks damaging Caboolture Sports FC, its affiliates, its sport, its officials, members or sponsors.

In this context, bringing a person or organisation into disrepute refers to lowering its reputation in the eyes of the general public.

Investigation

Alleged breaches of this social media policy may be investigated in accordance with Caboolture Sports FC. Where deemed necessary, Caboolture Sports FC may report a breach of this policy to the relevant authorities.

Reporting a breach

If you come across inappropriate or unlawful content online relating to Caboolture Sports FC or any of its members, or content that may violate this policy, you should report it immediately.

For further information about reporting breaches:

- For complaints related to misuse of social media concerning a match or competition, whether before, during or after a game, refer to the relevant area of the Caboolture Sports FC's rules.
- For complaints about general or ongoing misuse of social media that does not pertain to a specific game, refer to the member protection policy and/ or grievance policy.

Disciplinary process, consequences and appeals

Depending on the circumstances, breaches of this policy may be addressed in accordance with the disciplinary procedures outlined in Caboolture Sports Member Protection Policy.

Employees of Caboolture Sports FC who breach this policy may face disciplinary action, up to and including termination of employment, in accordance with the Member Protection Policy or any other relevant policy.

Appeals

Any individual who is sanctioned under a disciplinary process for breaching this policy may have a right to appeal.

Related policies

- Code of Conduct • Anti-Discrimination, Harassment and Bullying Policy
- Acceptable IT use Policy
- Member Protection Policy
- Grievance Policy
- Child Protection Policy
- Data Protection Privacy Policy, including opt-in consents
- Appeals & Resolution Procedures Policy

(NOTE: Add/remove additional related policies as applicable to the sporting organisation)

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- Charter of *Human Rights and Responsibilities Act 2006*
- Information Privacy Act 2000
- Equal opportunity laws
- Contempt of Court
- Gaming laws