****

**3.4.0 Social Media**

**3.4.1** Social media may include (although is not limited to):

* social networking sites (e.g. Facebook, Myspace, LinkedIn, Bebo, Yammer, Instagram, Snapchat)
* video and photo sharing websites (eg Flickr, Youtube)
* blogs, including corporate blogs and personal blogs
* blogs hosted by media outlets (e.g. ‘comments’ or ‘your say’ feature on theage.com.au)
* micro-blogging (e.g. Twitter)
* wikis and online collaborations (e.g. Wikipedia)
* forums, discussion boards and groups (e.g. Google groups, Whirlpool)
* vod and podcasting
* online multiplayer gaming platforms (e.g. World of Warcraft, Second life)
* instant messaging (including SMS)
* geo-spatial tagging (Foursquare)

The Club recognises that the use of social media is commonplace among its members, committee members and supporters. This policy does not intend to discourage nor unduly limit personal expression or online activities but publicly observable communications, actions or words are not private. Users should recognise the potential consequences of the misuse of social media, both personally and to the reputation of the Club.

**3.4.2** General Guidelines for the use of social media:

* Be polite and respectful to all people you interact with.
* It is highly recommended that your personal website or page should be set as “private,” so only the people that you have invited may access your page.
* Any personal website, blog, Facebook interaction, etc. must not contain commentary that violates the Club's Code of Conduct.
* The use of photos, logos or images of the Club or its programs without the express permission of the Committee is prohibited. Personal photos of fellow members, supporters, etc must not be used without the permission of the person and/or their guardian.
* Any information that is confidential or proprietary to the Club must not be disclosed to any third party.
* You are solely responsible for any legal liability arising from or relating to your use of social media.
* Adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws.
* You must not post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, or is otherwise unlawful.

**3.4.3** Dedicated Club Member Social Media Groups/Pages

The Club recognises that social media is a highly effective communication tool and is a great way to keep members, their guardians and supporters informed and involved in the Club's activities.

From time to time, official Club pages/online groups are created for this purpose and the following additional guidelines apply to these:

* The Committee, the coaches and authorised members are the only persons authorised to set up and administer official Club pages and/or pages or sites.
* No page or site (see definitions above) is to be set up regarding Club activities unless prior and specific authorisation has been given by the Committee.
* The page must be set as private, and only current coaching staff, committee members and members and their guardians will be given access. Members must be at least 13 years old.
* Each team will nominate a page administrator. The page administrator will be at least 18 years old.
* No page or site is to include photos or videos of individuals or groups from the Club without written permission from the parents or guardians of members under 18 years or written permission from the member if 18 years or older.
* Any advertising must be appropriate to the members and have received prior approval by the Committee.

Examples of inappropriate use of technologies

* Creating or exchanging messages that are offensive, harassing, obscene or threatening – any misuse of this nature will result in an instant block from the page and club disciplinary measures. Any breech of this nature is considered serious.
* Exchange of any confidential or sensitive information held by the Club relating to individuals, other clubs, other community stakeholders.
* Exchanging information in violation of copyright laws including the uploading or downloading of commercial software, games, music or movies

**3.4.4** Complaints Procedure for Social Media

* Any person identified to be using the Club Facebook page inappropriately or for purposes other than those it was established for will be blocked from the site, reported to the Committee and dependent on the severity of the offence, will receive disciplinary action. The discipline will depend on the severity of the case, however, may include the following: personal apology, suspension, dismissal or any other appropriate form of action. Note that there is zero tolerance for any comments, images, etc which are deemed to be offensive, threatening, obscene or discriminatory.
* The page administrator will be required to report any inappropriate use of the Facebook page to the Committee.
* The page administrator will have the right to deny access to any person who is not associated with the Club.
* The page administrator will have the right to remove inappropriate posts and block access to any person who misuses the page.
* Any person who has a concern about the contents of the club page is required to contact the Club President.
* The Club Committee reserves the right to close down the social media page without notice if members do not adhere to the rules of use.
* The Club Committee reserves the right to dismiss the nominated administrator if it is considered that this person is not acting in accordance with the rule of use.

**3.4.5** Cyber Bullying/Safety

Bullying and harassment in all forms is regarded by the Club as unacceptable. Given the emergence of new telephone and internet social networks, the opportunity for unwanted and improper comments and statements has increased. Some may manipulate a person by encouraging a statement to be made on twitter or facebook, for example, when the writer may be upset or vulnerable.

In some cases, bullying is regarded as a criminal offence punishable by imprisonment, amongst other things.  Frustration at an official, team mate, coach, sporting body or employer must never be communicated on social network channels.

**3.4.6** Anti-Discrimination and Harassment

The Club opposes all forms of harassment, discrimination and bullying. This includes behaviour that is offensive, abusive, belittling, intimidating or threatening – whether this is face-to-face, indirectly or via communication technologies such as mobile phones or computers.