

Social Media and Digital Communications Policy

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Approved: General Committee
Review: 31st August 2021

Introduction

Social media offers the opportunity for people to gather in online communities of shared interest and create, share, or consume content. The East Brighton Vampires Junior Football Club (EBVJFC) recognises the benefits of social media as an important tool of engagement and enrichment for the Club and their associated members.

All Players, club officials and associated members are expected to behave and express themselves appropriately, and in ways that are consistent with the EBVJFC's values and policies, including but not limited to:

- Our Values
 - Respect
 - Safety
 - Team
 - Integrity
 - Honesty
 - Inclusive
 - Promoting diversity
 - Promote the philosophy that “How you play” is more important than “Winning”

Purpose

This policy aims to provide some guiding principles to follow when using social media and digital communications. The intent of this policy is to include anything posted online or shared digitally where information is shared that might affect members, colleagues, clients, sponsors or the EBVJFC and bring the EBVJFC or its members into disrepute.

Scope

This policy applies to all EBVJFC Members or associated parties (parents and/or supporters) or any individual representing themselves or passing themselves off as being associated with EBVJFC.

This policy covers all forms of social media and digital communications includes, but is not limited to, such activities as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Snapchat, Instagram, Twitter).
- Content sharing including Flickr (photo sharing) and YouTube (video sharing).
- Commenting on blogs for personal or business reasons.
- Personal and corporate websites
- 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.
- Email
- SMS / MMS

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Guiding Principles

The digital sphere is not anonymous.

All Members should assume that everything they write, or post can be traced back to them.

The boundaries between a member's profession, volunteer time 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 an EBVJFC Member. When using the internet for professional or personal pursuits, all EBVJFC Members and associates must respect the EBVJFC's intellectual property and follow the guidelines in place to ensure the intellectual property or its relationships with sponsors and stakeholders is not compromised, or the organisation is brought into disrepute.

Usage

- For EBVJFC Members using social media and digital communications, 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, defaming, insulting or in any way sensitive to the EBVJFC, members, or its affiliates, partners, or sponsors, or other SMJFL clubs or members; and
- Must not bring the EBVJFC into disrepute.
- EBVJFC Members may not use the EBVJFC Brand, images to endorse or promote any product, opinion, cause or political candidate unless approved by the Executive Committee or directed as part of their role; 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 the EBVJFC.
- In addition, EBVJFC members must not breach the SMJFL Social Media Policy

Official Websites, Social Media Pages and Online Forums

When creating a new website, social networking page or forum for staff/club member use, care should be taken to ensure the appropriate person has given written consent to create the page or forum. The EBVJFC Secretary will keep a record of such permissions. 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 all EBVJFC websites, blogs, social media pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content.
- All material posted or linked to must be consistent with values and support diversity and inclusion and not vilify or discriminate.
- 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.
- EBVJFC employees must not use EBVJFC online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

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Consideration towards others when using social networking sites

Social networking sites allow photographs, videos, and comments to be shared with thousands of other users. EBVJFC 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 football event will not appear publicly on the Internet unless permission is given. In certain situations, SMJFL Members could potentially breach the privacy act or inadvertently make the EBVJFC liable for breach of copyright.

EBVJFC Members should be considerate of 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.

Breach of Policy

The EBVJFC monitors online activity in relation to the Club and its members. Detected breaches of this policy should be reported to the EBVJFC President. If detected, a breach of this policy may result in disciplinary action from the EBVJFC Executive Committee.

Any player, coach, official or associate (parent / supporter) who brings the East Brighton Vampires Junior Football Club into disrepute or does not abide by the Clubs Social Media and Communications Policy will be required to attend a meeting with the East Brighton Vampires Junior Football Club Executive Committee. If it is found that the person in question breached the policy then penalties will be imposed which range from a warning or suspension, to immediate de-registration.

Advice

Should any EBVJFC member requiring consultation or advice on this policy or wish to report a breach please contact the EBVJFC President.