



# Reynella Football Club

## The Wineflies

# SOCIAL MEDIA POLICY

### Policy overview and purpose

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to The Reynella Football Club.

This policy contains The Reynella Football Club guidelines for the Reynella Football Club community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

The Reynella Football Club is responsible for all matters related to this policy.

### Coverage

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

- members, including life members of The Reynella Football Club
- persons appointed or elected to The Reynella Football Club boards, committees and sub-committees;
- all employees of The Reynella Sporting and Social Club;
- all coaches and assistant coaches of The Reynella Football Club
- all official roles within all teams of The Reynella Football Club;
- all volunteers of The Reynella Football Club;
- all players of The Reynella Football Club;
- all players parents, guardians and spectators of The Reynella Football Club.

### 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, LinkedIn, Google+, Pinterest, Yammer, Team App, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Team App, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)



- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, Team App, etc)
- 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:

- if you are posting content on social media in relation to The Reynella Football Club that might affect The Reynella Football Club's business, products, services, events, sponsors, members or reputation.

## Guidelines

You must adhere to the following guidelines when using social media related to The Reynella Football Club or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

- **Discrimination, sexual harassment and bullying**

The public in general, and The Reynella Football Club's employees and members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

- **Use common sense**

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for The Reynella Football Club.

- **Protecting your privacy**

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

- **Honesty**

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. The Reynella Football Club recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.



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

- ***Respect confidentiality and sensitivity***

When using social media, you must maintain the privacy of The Reynella Football Club's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of The Reynella Football Club.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

- ***Gaining permission when publishing a person's identifiable image***

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

- ***Avoiding controversial issues***

If you see misrepresentations made about The Reynella Football Club in the media, you may point that out to the relevant authority in The Reynella Football Club. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

- ***Branding and intellectual property of The Reynella Football Club***

You must not use any of The Reynella Football Club's intellectual property or imagery on your personal social media without prior approval from The Reynella Football Club.

The Reynella Football Club's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on The Reynella Football Club official social media sites or website.

You must not create either an official or unofficial The Reynella Football Club presence using the organisation's trademarks or name without prior approval from The Reynella Football Club.

You must not imply that you are authorised to speak on behalf of The Reynella Football Club unless you have been given official authorisation to do so by The Reynella Football Club Senior Members.



## Policy breaches

Breaches of this policy include but are not limited to:

- Using the Reynella Football Club's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of the Reynella Football Club's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing the Reynella Football Club's, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

- **Reporting a breach**

If you notice inappropriate or unlawful content online relating to the Reynella Football Club or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Please report any breaches to [info@reynellaafc.com.au](mailto:info@reynellaafc.com.au) or approach one of the senior members of the Reynella Football Club.

Reynella Football Clubs Senior members

Club President:	Dave Denyer	0417081753
Club Vice President:	Bill Threadgold	0413688124
Club Secretary:	Daniel Shultz	0418896811
Club Treasurer:	David Willoughby	0475796135
Club Coordinator:	Sis Inthavong	0438698029

- **Investigation**

Alleged breaches of this social media policy will be investigated by the senior committee members of the Reynella Football Club.

Where it is considered necessary, the Reynella Football Club may report a breach of this social media policy to police.

- **Disciplinary process & consequences**

All breaches of this policy will be dealt with in Reynella Football Club.

Consequences of the breach may include,

- Suspension of player involved.
- Suspension of parents / spectator / guardian involved.
- Deregistration of player.
- 12-month band to parents / spectator / guardian involved.
- Criminal charges may apply depending on breach.

