



St Pauls Uniting Sporting Club Inc

Social Media, Blogging and Internet Guidelines

INTRODUCTION

The St Pauls Uniting Sporting Club Inc. (the Association) encourages the appropriate and responsible use of social media by all persons bound by these Guidelines, to engage with individuals, promote the sports played by the Association and communicate with the general public and media. The Association acknowledges social media is a broad and instant form of communication and treats all social media content, whether written, photographic, video or audio, as public comment which is accessible to all.

PERSONS BOUND BY THESE GUIDELINES

Persons bound by these Guidelines include all members, players, coaches, managers, Club Officials, volunteers and independent contractors of the Association.

REPUTATION

The Association values its reputation with the Queensland Christian Soccer Association (QCSA), the Warehouse Cricket Association Queensland Inc (WCA), our sponsoring churches (Broadwater Road Uniting Church and Southside Uniting Church) and the wider community.

- **Postings, Blogs and Tweets –**

The Association treats all written social media postings, blogs, status updates and tweets as public ‘comment’. Every post should be in line with the Association’s Core Values of Respect, Integrity and Community, As a result, all persons bound by these Guidelines should not comment or respond to a comment in a way that may be construed as negative or may be considered derogatory towards others, or put themselves in a situation where they may harm their reputation, the reputation of their teammates, the Association, the QCSA or WCA, sponsors and stakeholders or any other third party.

- **Photographs, Video, Audio –**

The Association also treats all photographs, video and audio ‘material’ posted onto social media as public comment and accessible to the public. Any material that may

be considered negative, derogatory or inappropriate towards persons bound by these Guidelines should not be posted. Where content is gathered in a team or event environment as part of standard media and communications practices with the Association's approval for posting, such material is covered under the relevant team and competition entry agreements. Persons bound by these Guidelines should also be mindful that material posted may be subject to intellectual property rights and all relevant consents and waivers should be obtained before using any material that may be subject to intellectual property rights.

- **Education –**

The Association actively educates persons bound by these Guidelines on the best practice use of social media and encourages 'positive posting' as a means of communicating via social media. The Association works with QCSA and WCA and other like-minded organisations to ensure that all persons bound by these Guidelines are well versed in what is appropriate use of social media, and what is not.

LIABILITY

When persons bound by these Guidelines choose to go public with any comments or material in any way, including on social media, they are solely responsible for such comments and materials. Individuals should be aware that they can be held personally liable for any comments and material that may be deemed to be defamatory, obscene or proprietary. In essence, persons bound by these Guidelines post comments and materials at their own risk. Further, persons bound by these Guidelines should at all times make it clear that any comments and materials are made in their individual capacity and that they do not represent the Association, its sponsors or any other third party.

MONITORING

The Association does not actively monitor social media content of persons bound by these Guidelines.

INFRINGEMENTS

In the spirit of educating persons bound by these Guidelines about the appropriate use of social media, the Association endeavours to work with individuals and members on the appropriate use of social media. The Association reserves the right to take any other appropriate measures with respect to infringements of these Guidelines, including, but not limited to, suspension from teams of the Association, imposing other sanctions and/or taking legal action for damages. The Management Committee shall be the final authority with respect to any discipline action pertaining to these Guidelines.

AMENDMENTS/INTERPRETATION

The Association reserves the right to amend these Guidelines as it deems appropriate. The Management Committee of the Association shall be the final authority with respect to the interpretation and implementation of these Guidelines.

MAJOR EVENTS/OTHER TEAMS

Persons bound by these Guidelines are advised that their participation on other teams and at other major events, such as State Carnival and National Titles, may involve an adherence to additional guidelines, by-laws and contractual obligations, in relation to social media. Where agreements are in place for such teams and events, such guidelines, by-laws and contractual obligations need to be followed in conjunction with these Guidelines to the greatest extent possible.