

**CHURCHILL UNITED SOCCER  
CLUB**

**SOCIAL MEDIA POLICY**

# SOCIAL MEDIA POLICY

This policy was approved by the Churchill United Soccer Club as its General Committee meeting on 08/01/2020.

## Introduction

This policy has been developed to inform our sporting 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 Churchill United Soccer Club.

This policy contains Churchill United Soccer Club guidelines for the Churchill United Soccer 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.

## Underlying Principles

This policy compliments Churchill United Soccer Club's values:

- Providing a safe environment for all to participate in sporting activities.
- Fostering a friendly family environment for all participants.
- Giving all members, supporters and opposition visitors the respect one would bestow upon themselves.

Churchill United Soccer Club Executive members and committee members are responsible for all matters related to this policy.

## Coverage

This policy applies to all persons who are involved with the activities of Churchill United Soccer Club, whether they are in a paid or unpaid/voluntary capacity and includes:

- Members, including life members of Churchill United Soccer Club;
- Persons appointed or elected to any of Churchill United Soccer Club's boards, committees and sub-committees;
- Employees of Churchill United Soccer Club;
- Members of the Churchill United Soccer Club Executive;
- Supporting personnel, including team managers, physiotherapists, psychologists, masseurs, sports trainers and others;
- Coaches and assistant coaches;
- Players;
- Referees, umpires and other officials;

- Member associations;
- Affiliated clubs and Latrobe Valley Soccer League affiliations;
- Family members of a member of Churchill United Soccer Club; and
- Spectators of the Churchill United Soccer Club.

## Scope

The term **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, etc.)
- Video and photo sharing websites or applications (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, TikTok, etc.)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc.)
- Review sites (e.g. Yelp, Urban Spoon, etc.)
- Live broadcasting applications (e.g. Periscope, Meerkat, Facebook Live, etc.)
- Podcasting (e.g. iTunes, Spotify, Stitcher, SoundCloud, etc.)
- Geo-spatial tagging (e.g. Foursquare, etc.)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc.)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second Life, Xbox Live, PlayStation Online, 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 as:

1. An officially designated individual representing Churchill United Soccer Club on social media; and
2. If you are posting content on social media in relation to Churchill United Soccer Club that may affect Churchill United Soccer Club's business, products, services, events, sponsors, members or reputation.

**NOTE:** This policy does not apply to the personal use of social media where it is not related to or there is no reference to Churchill United Soccer Club or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to Churchill United Soccer Club may still be regulated by other policies, rules or regulations of Churchill United Soccer Club.

## Using social media in an official capacity

You must be authorised by the Churchill United Soccer Club Executive before engaging in social media as a representative of Churchill United Soccer Club.

As a part of Churchill United Soccer Club's community, you are an extension of Churchill United Soccer Club's brand.

As such, the boundaries between when you are representing yourself and when you are representing Churchill United Soccer Club can often be blurred. This becomes even more of an issue as you increase your profile or position within the Churchill United Soccer Club. Therefore, it is important that you represent both yourself and Churchill United Soccer Club appropriately online at all times.

## **Guidelines**

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

### **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 Churchill United Soccer 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 limited 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 may be dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. Churchill United Soccer 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 internet 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.

### **Use of disclaimers/reasonable use**

Wherever practical, include a prominent disclaimer stating who you are affiliated with (e.g. member of *Churchill United SC*) and that anything that you publish is personal opinion and are not speaking on behalf of the club. This is good practice and is encouraged but do not count on it to avoid trouble – it may not have legal effect.

If you are an employee of Churchill United Soccer Club, 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 Churchill United Soccer Club's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Churchill United Soccer Club.

Within the scope of your authorisation within Churchill United Soccer Club, it is perfectly acceptable to speak about Churchill United Soccer Club and have a dialogue with the community. It is unacceptable to publish confidential information from Churchill United Soccer Club. Confidential information includes things such as details about litigation or unpublished details about our organisation (e.g. team, coaching practices, financial information, trade secrets, etc.)

When using social media, you should be considerate to others and not post information when you have been asked not to, or where consent has not been sought or 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 relevant to publishing any information regarding minors. In these circumstances, parental or guardian consent is **mandatory**.

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

You must obtain 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.

### **Complying with applicable laws**

Do not post or link to content that contains illegal or indecent content including any defamatory, vilifying or misleading/deceptive content.

## **Discrimination, sexual harassment and bullying**

The public in general, and Churchill United Soccer 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.

When using social media, you may also be bound by Churchill United Soccer Club's values.

## **Dealing with mistakes**

If Churchill United Soccer Club makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses Churchill United Soccer Club of posting something improper (such as copyrighted material or a defamatory comment), address it promptly and appropriately and 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 membership/employment at risk.

## **Player-related Social Media Use**

### **Online Behaviour**

Churchill United Soccer Club encourages social media use (Facebook, Twitter, YouTube, Instagram etc.) by its staff, board, committee members and club members and seeks to engage through it with the broader sporting communities. As social media can sometime blur the lines between people's personal and professional expression, users must think carefully about their online conduct in order to preserve and protect individual reputations, as well as the reputation of the Churchill United Soccer Club and the Latrobe Valley Soccer League.

The same laws, policies, professional expectations and guidelines for interacting within and outside the Churchill United Soccer Club apply online. Churchill United Soccer Club staff, board, committee members and club members are responsible for their own actions and need to follow the same behavioural standards.

### **General Principles for Using Social Media**

The same standards apply online as in real life – including laws, Churchill United Soccer Club policies, behavioural expectations and rules of common courtesy – and so do the same consequences for breaching them. In addition, while the benefits are compelling, there are many dangers to be aware of so you can manage your social media safely.

The following principles provide some additional guidance specifically relevant to social media use:

- Be respectful, genuine and credible.
- Post appropriate, relevant and engaging content, which reflects the club's vision and purpose.
- If you make a mistake, fix it quickly.
- Maintain your online presence with updated and responsive content.
- Maintain confidentiality. Don't share any confidential, private or sensitive information and gain consent before publicly posting people's names, photos, whereabouts and other details.
- Be aware of liability. You are responsible for your own posts and they are almost impossible to erase.
- Think about how your posts might affect other people. If you write something negative or inflammatory about someone on a social media site, the whole community can see it – so it may have a much greater impact on others.
- Steer clear of negative personal comments (bullying). What might start as harmless teasing online can escalate and lead to ongoing harassment. If necessary, remove comments instantly and counsel and warn the offenders. If people continue to post negative comments, you can block them from your club's Facebook page. In extreme cases, consider further disciplinary action such as suspending the offenders from club activities.

## **Social Media Use Expectations**

It is expected that those using social media on behalf of Churchill United Soccer Club will conduct themselves appropriately and be guided by the following principles, in conjunction with the preceding information:

- All social media postings, blogs, status updates and tweets are treated as public 'comment'.
- Postings (written, photos or videos) will feature positive club news and events.
- Personal information about members will not be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring the Churchill United Soccer Club into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site and/or from Churchill United Soccer Club activities.

## **Policy Breaches**

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

- Using Churchill United Soccer Club's name, motto or logo in a way that would result in a negative impact for the organisation, club 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 rules of the game.
- 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 any content that brings, or risks bringing Churchill United Soccer Club, 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 any inappropriate or unlawful content online relating to Churchill United Soccer 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.

If you are reporting a breach to this policy, you need to fill out the incident report form for Churchill United Soccer Club and submit that to the Secretary of the Churchill United Soccer Club within 7 days of the policy breach in question.

## **Investigation**

Alleged breaches of this social media policy may be investigated according to Churchill United Soccer Club's Constitution or Code of Conduct policies.

Where it may be considered necessary, Churchill United Soccer Club may report a breach of this social media policy to the local Police.

## **Disciplinary process, consequences and appeals**

Employees or members of Churchill United Soccer Club who breach this policy may face disciplinary action up to and including termination of employment.

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

- Defamation
- Intellectual property laws, including copyright and trademark 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

## **POLICY ACTIVATED**