



SMSC Social Media Policy

Purpose

Social Media is the umbrella term for interactive platforms that allow people to interact, chat, connect or collaborate online. Each social medium is slightly different. Generally, they allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

SMSC encourages the use of Social Media and recognises and appreciates the value of Social Media as a tool for the SMSC community to engage, communicate, learn, share and drive interest and innovation in the sport.

However, as Social Media continually evolves and involves communication in the public realm, it is important that all within the SMSC community abide by particular standards of behaviour while using these platforms.

SMSC has developed this Social Media Policy to protect and educate those for the appropriate use of Social Media and behaviours expected when using Social Media.

Application of this Policy

This Policy applies to the following individuals:

1. Committee members, volunteers, contractors, coaches, managers, players and parents/guardians of players at the Club
2. Any other person who agrees to be bound by this Policy.

What is Social Media?

Social Media means interactive electronic forums or media where people are communicating, posting, participating and sharing online. For the purposes of this Policy, Social Media extends to:

any social media platform, forum, application, content sharing or networking sites, instant messaging services, podcasting, media sharing and collaborative editing websites; any other media forum which might be classified reasonably as Social Media as the term is generally understood; or any other online forum available for public comment.

Use of Social Media

All persons to which this Policy apply must not, when using Social Media:

- post content or material that is abusive or that harasses or threatens any other person;
- expose others to content that is offensive, inappropriate, obscene, insulting, provocative or hateful;
- impersonate or falsely represent any other person;
- post inaccurate, misleading or deceptive content;
- make defamatory comments or posts;
- post content that interferes with the conduct of any event run by SMSC or that undermines the roles and responsibilities of SMSC;
- use Social Media platforms as a forum for disputes or grievances; or

Consequences of a Breach of this Policy

SMSC may investigate any suspected breaches of this Policy. In circumstances of breach of this Policy, SMSC may:

- make a necessary comment such as a correction, clarification, contradiction or apology in regards to the breach;
- issue a formal warning to the person responsible for the breach;
- report any breach of any law to any local authority or wronged party;

- exercise any of its available rights at law.
- SMSC may remove posts related to SMSC's Social Media pages, and request those who are bound by this Policy to remove posts from their personal Social Media pages, and deal directly with Social Media providers to remove any posted material that it considers to be in breach of this Policy.

Risk Warning:

SMSC strongly recommends that all individuals bound by this Policy protect their own personal privacy by not including personal information in Social Media communications (for example, email addresses, passwords, residential addresses, finance information or telephone numbers). All individuals will be held responsible for use of Social Media from their accounts.

Advice:

- **Remember to show respect**
When using social media, show the same respect and regard for people that you would show and are expected to show when playing, coaching, officiating or attending a Futsal game or event.
- **When in doubt leave it out.**
If you are unsure if what you are posting on social media is appropriate, then it is best not to post it.
- **Do not tolerate or condone poor social media behaviour or actions.**
If you are aware of or observe poor social media behaviour or actions, do not accept it. There is no place for it in society or the SMSC community and it will not be tolerated. You should remind people of their responsibilities when using social media and warn that action can be taken against them. In the instance of minors breaching the code of conduct, alert their parents to the situation.
- **Be aware that the wrong actions on social media may have serious consequences.**
Negative comments and images, bullying, criticism and sexist remarks do not only impact negatively on the people they are about. If you are found to have acted improperly on social media regarding a SMSC related matter, you are liable to disciplinary proceedings and may be required to explain your actions. A suspension from Futsal could be imposed.
- **Consider social media to be your personal brand.**
Your online presence fuels any perception of your personal brand – whether you like it or not. Does your social media identity match your real identity? Be mindful of the content of images, video or any posts. Are they truly reflective of who you are and how you want people to see you?

Reporting a Breach of this Policy

SMSC encourages all individuals to report any concerns or use of Social Media which may be in breach of this Policy.

Details of alleged breaches of this Policy can be emailed to smc.mtevelyn@gmail.com

Breaches will be referred to the Committee and investigated accordingly and a suspension from Futsal or other action could be imposed. This will be recorded appropriately.

Reviewing this policy

This policy will be reviewed every two years and we undertake to seek views, comments and suggestions from children, parents, carers, staff and volunteers involved in the Club.