

## **SOCIAL MEDIA POLICY**

### **Overview and purpose**

Palm Beach Soccer Club aims for our own digital and social media presence is to reflect and promote the successful and inclusive nature of our club and the game we love so much.

We thrive on the passion of our members/players/coaches/volunteers and we are lucky to have so many supportive voices to protect and promote our club and its members. Social Media provides the perfect platform to discuss, analyse and appreciate all aspects of our game and our club.

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 Palm Beach Soccer Club.

This policy contains the guidelines for our 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.

### **Coverage**

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

- members, including life members of Palm Beach Soccer Club
- persons appointed or elected to the board, committees and sub-committees
- employees/subcontractors or leaseholders
- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others
- coaches and assistant coaches
- players
- referees, umpires and other officials
- member associations
- Parents and family members of players

### **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, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, 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 media as:

1. an officially designated individual representing Palm Beach Soccer Club on social media; and
2. if you are posting content on social media in relation to Palm Beach Soccer Club that might affect Palm Beach Soccer Clubs 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 Palm Beach 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 Palm Beach Soccer Club may still be regulated by other policies, rules or regulations of Palm Beach Soccer Club.

### **Using social media in an official capacity**

You must be authorised by a Palm Beach Soccer Club Board Member or the General Manager before engaging in social media as a representative of Palm Beach Soccer Club.

### **Guidelines**

PBSC has developed this guideline to ensure our social media channels reflect our goals. With your help, we can keep the focus on our successes on and off the pitch by following the below guidelines.

- No foul, offensive, aggressive, defamatory, discriminatory, or otherwise inappropriate language
- No intimidation, harassment or bullying
- No publicising of private or confidential matters without consent
- No spam or off-topic links, comments, or media

Comments or posts that do not follow these guidelines will be deleted and further action may be taken if necessary.

All registered members including players, coaches and referees are responsible for upholding Football Federation Australia's [CODE OF CONDUCT](#) and [Member Protection Framework](#).

If you have any questions about these guidelines or want to discuss, please email [media@palmbeachsoccerclub.com.au](mailto:media@palmbeachsoccerclub.com.au).

### **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 Palm Beach Soccer Club.

### **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. Palm Beach Soccer Club recommends erring on the side of caution – if in doubt, do not post or upload.

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 Palm Beach Soccer Club's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Palm Beach Soccer Club.

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

Within the scope of your authorisation by PBSC, it is perfectly acceptable to talk about PBSC and have a dialogue with the community, but it is not okay to publish confidential information of PBSC. Confidential information includes things such as details about litigation, unreleased product information and unpublished details e.g. team, coaching practices and financial information.

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.

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

The public in general, and PBSC'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 Football QLD's values and Anti-Discrimination, Harassment and Bullying Policy.

### **Avoiding controversial issues**

Within the scope of your authorisation by PBSC, if you see misrepresentations made about PBSC in the media, you may point that out to the relevant authority within PBSC. 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.

### **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/registration/employment at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

### **Branding and intellectual property of Palm Beach Soccer Club**

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

PBSC's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on PBSC official social media sites or website.

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

You must not imply that you are authorised to speak on behalf of PBSC unless you have been given official authorisation to do so by PBSC.

## **Policy breaches**

Breaches of this policy include but are not limited to:

- Using PBSC'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 Football QLD'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 PBSC, 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 PBSC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately by;

- Emailing the information to [media@palmbeachsoccerclub.com.au](mailto:media@palmbeachsoccerclub.com.au)

## **Investigation**

Alleged breaches of this social media policy may be investigated according to PBSC Board procedure.

Where it is considered necessary, PBSC may report a breach of this social media policy to the police or any other organisation as seen necessary.

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

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the Football QLD Member Protection Framework.

## **Appeals**

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal.

## **Related policies**

[FQ Forms & Policies - Football Queensland](#)

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

- Defamation
- Intellectual property laws, including copyright and trade mark 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