

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 SC Physie and Dance.

This policy contains SC Physie and Dance's guidelines for the SC Physie and Dance 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 complements SC Physie and Dance's core values:

SC Physie and Dance's mission is to provide a rewarding experience with physie and dance. We promote fitness and a general sense of well-being, self-worth and community. SC Physie and Dance embraces people of all ages and all abilities allowing everyone to express themselves through movement and dance. SC Physie and Dance values each and every participant and hopes to achieve fairness, safety and equity for all.

The Executive committee is responsible for all matters related to this policy.

Coverage

This policy applies to all persons who are involved with the activities of SC Physie and Dance whether they are in a paid or unpaid/voluntary capacity and including:

- members,
- persons appointed or elected to SC Physie and Dance's committees and any sub-committees;
- employees of SC Physie and Dance;
- teachers and assistant teachers;
- Parents, spectators and family members;

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, Instagram, 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 encyclopedia's (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, Messenger, 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 SC Physie and Dance on social

media; and

2. if you are posting content on social media in relation to SC Physie and Dance that might affect SC Physie and Dance's 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 SC Physie and Dance or its competitions, teams, participants, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to SC Physie and Dance may still be regulated by other policies, rules or regulations of SC Physie and Dance.

Using social media in an official capacity

You must be authorised by the Executive committee before engaging in social media as a representative of SC Physie and Dance.

As a part of SC Physie and Dance's, community you are an extension of the SC Physie and Dance brand. As such, the boundaries between when you are representing yourself and when you are representing SC Physie and Dance can often be blurred. This becomes even more of an issue as you increase your profile or position within SC Physie and Dance. Therefore it is important that you represent both yourself and SC Physie and Dance appropriately online at all times.

Guidelines

You must adhere to the following guidelines when using social media related to SC Physie and Dance or its competitions, teams, participants 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 SC Physie and Dance.

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. SC Physie and Dance 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.

Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of SC Physie and Dance) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble -- it may not have legal effect.

Reasonable use

If you are an employee of SC Physie and Dance 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 SC Physie and Dance's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of SC Physie and Dance.

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 SC Physie and Dance, it is perfectly acceptable to talk about SC Physie and Dance and have a dialogue with the community, but it is not okay to publish confidential information of SC Physie and Dance. Confidential information includes things such as details about our members, teaching practices or 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.

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.

Complying with applicable laws

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

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and SC Physie and Dance's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

Discrimination, sexual harassment and bullying

The public in general, and SC Physie and Dance's teachers, committee members and club 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 SC Physie and Dance's values and Members Protection Policy.

Avoiding controversial issues

Within the scope of your authorisation by SC Physie and Dance, if you see misrepresentations made about SC Physie and Dance in the media, you may point that out to the relevant authority at SC Physie and Dance. 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.

Dealing with mistakes

If SC Physie and Dance 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 SC Physie and Dance of posting something improper (such as their copyrighted material or a defamatory comment about them), 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 SC Physie and Dance membership at risk.

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

Branding and intellectual property of SC Physie and Dance

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

SC Physie and Dance's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on SC Physie and Dance official social media sites or website.

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

You must not imply that you are authorised to speak on behalf of SC Physie and Dance unless you have been given official authorisation to do so by the Executive committee.

Where permission has been granted to create or administer an official social media presence for SC Physie and Dance, you must adhere to the SC Physie and Dance Branding Guidelines available on request.

Policy breaches

Breaches of this policy include but are not limited to:

- Using SC Physie and Dance's name, motto, or logo in a way that would result in a negative impact on 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 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 SC Physie and Dance, 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 SC Physie and Dance or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the Executive committee.

Investigation

Alleged breaches of this social media policy may be investigated according to SC Physie and Dance's Member Protection Policy.

Where it is considered necessary, SC Physie and Dance may report a breach of this social media policy to police.

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 SC Physie and Dance's Member Protection Policy.

(NOTE: Replace with other appropriate documentation if this information is not included within the Member Protection Policy).

Employees of SC Physie and Dance who breach this policy may face disciplinary action up to and including termination of employment in accordance with SC Physie and Dance Member Protection Policy or any other relevant policy.

Appeals

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

Related policies

- Code of Conduct
- Anti-Discrimination, Harassment and Bullying Policy
- Member Protection Policy
- Child Protection Policy

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