



Tuggeranong United Football Club

## 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 Tuggeranong United Football Club.

This policy contains Tuggeranong United Football Club guidelines for the Tuggeranong United Football 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 complements Tuggeranong United Football Club's core mission:

*Our mission is to deliver high performance football programs that achieve results through development, community football programs that encourage participation and enjoyment, whilst preserving a passionate club culture.*

The TUFC Board is responsible for all matters related to this policy.

## **Coverage**

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

- members, including life members of Tuggeranong United Football Club
- persons appointed or elected to boards, committees and sub-committees;
- persons in any voluntary or appointed club position or role
- coaches and assistant coaches;
- players;
- referees, umpires and other officials;

## **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 those with a Tuggeranong United Football Club account or presence:

- Social networking sites – Facebook, Twitter
- Video and photo sharing websites or apps – YouTube, Instagram
- Web – [www.tufc.org.au](http://www.tufc.org.au)
- Other forums, social media channels, messaging apps where either if of the following two scenarios is applicable.

This policy is applicable when using social media as:

1. an officially designated individual representing Tuggeranong United Football Club on social media; and
2. if you are posting content on social media in relation to Tuggeranong United Football Club that might affect Tuggeranong United Football 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 Tuggeranong United Football 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 Tuggeranong United Football Club may still be regulated by other policies, rules or regulations of Tuggeranong United Football Club including the TUFC Code of Conduct and the FFA National Code of Conduct. These and other policies are located at <http://tufc.org.au/us/policies/>

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

You must be authorised by the TUFC Board before engaging in social media as a representative of Tuggeranong United Football Club.

To become authorised to represent Tuggeranong United Football Club in an official capacity, you must have read this policy and also the TUFC Guidelines for Social Media Administrators.

As a part of Tuggeranong United Football Club's, community you are an extension of the Tuggeranong United Football Club brand.

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

## **Guidelines**

You must adhere to the following guidelines when using social media related to Tuggeranong United Football 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 Tuggeranong United Football 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 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. TUFC 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 Tuggeranong United Football Club) 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 Tuggeranong United Football 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 Tuggeranong United Football Club's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of TUFC.

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 Tuggeranong United Football Club, it is perfectly acceptable to talk about Tuggeranong United Football Club and have a dialogue with the community, but it is not okay to publish confidential information of Tuggeranong United Football Club. Confidential information includes things such as details about finances, unannounced or planned player movements, tribunal issues and similar topics which may be discussed within the board, officials, or coaching staff.

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***

*In Australia, there are no laws specifically prohibiting photographing and filming people (including children) in public places. It is a legitimate pursuit to film and take photos at sporting events.*



*The laws around governing the taking of photograph(s) and filming exist to safeguard the privacy and safety of people (including children) from exploitation and inappropriate use of their image without placing undue restrictions on legitimate activities. It is unlawful for photograph(s) and film to be taken that is:*

- *indecent*
- *defamatory*
- *used to cyber bully*
- *used for commercial purposes without the consent of the subject*
- *being used for voyeurism*
- *protected by a court order*
- *in a provocative or sexual manner.*

*The rules around photographing and filming people on private property differ to that on public property.*

Source :

<https://www.dsr.wa.gov.au/support-and-advice/research-and-policies/policies/photographing-children>

Regardless, the TUFC Social Media policy is you should obtain express permission from an individual to use a direct, clearly identifiable image of that person. For example, alerting parents that an end of game team photo or matches photos is intended to be used of TUFC social media channel prior to taking such photos.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

### ***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 Tuggeranong United Football Club'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 Tuggeranong United Football 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 Tuggeranong United Football Club's values and Anti-Discrimination, Harassment and Bullying Policy as per the TUFC Code of Conduct and Member Protection Policy.

### ***Avoiding controversial issues***

Within the scope of your authorisation by Tuggeranong United Football Club, if you see misrepresentations made about Tuggeranong United Football Club in the media, you should report such incidents to the TUFC Board and/or President. 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 TUFC 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 TUFC 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 ability to post on behalf of TUFC at risk.

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

### ***Branding and intellectual property of Tuggeranong United Football Club***

You must not use any of Tuggeranong United Football Club's intellectual property or imagery on your personal social media without prior approval from the TUFC Board.

Tuggeranong United Football Club's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on Tuggeranong United Football Club official social media sites or website.

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

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

Where permission has been granted to create or administer an official social media presence for Tuggeranong United Football Club, you must adhere to the TUFC Guidelines for Social Media Administrators.

## **Policy breaches**

Breaches of this policy include but are not limited to:

- Using Tuggeranong United Football Club'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 Tuggeranong United Football Club'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 Tuggeranong United Football 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 inappropriate or unlawful content online relating to Tuggeranong United Football 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.

[secretary@tufc.org.au](mailto:secretary@tufc.org.au)

Where it is considered necessary, Tuggeranong United Football Club 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 Tuggeranong United Football Club's Member Protection Policy.