



Caroline Springs Lakers Social Media Policy

Purpose

This policy is intended to protect the interests of the Caroline Springs Lakers, its members and associated stakeholders by defining the requirements expected in the use of social media. Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, the Caroline Springs Lakers recognises the benefits of social media as an important tool of engagement and enrichment for its members. Along with those benefits are associated risks to the reputation of the organisation, its members, followers and individuals who might interact with the organisation through social media channels.

Definition of Social Media

Social media includes, but is not limited to, the generation or sharing of content by an individual on either private or public facing sites. It can include (but is not limited to) such activities as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- Content sharing include Pinterest, Flickr (photo sharing) and YouTube (video sharing);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites, or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards);
- Editing a Wikipedia or other editable page.

It is important that the Caroline Springs Lakers reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

Intent of the policy

The intent of this policy is to include anything posted online, on either private or public facing sites, where information is shared that might affect players, members, officials, sponsors or Caroline Springs Lakers as an organisation.

Who does it apply to?

This policy applies to Caroline Springs Lakers players, members, officials or any individual representing themselves or passing themselves off as being a member of Caroline Springs Lakers.

When someone clearly identifies their association with the Caroline Springs Lakers, and/or discusses their involvement in the organisation in areas defined as social media, they are expected to behave and express themselves appropriately, and in ways that are consistent with Caroline Springs Lakers stated Mission, Values and policies.

Insert reference to your values and associated policies here.

Where does it apply?

This policy covers all forms of social media.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by Caroline Springs Lakers members or officials

where the Caroline Springs Lakers member or official makes no reference to the Caroline Springs Lakers or related issues. However, where Caroline Springs Lakers members hold an official role with the Club, personal use of social media platforms must comply with this policy if the member has followers or 'friends' who are members of the Caroline Springs Lakers and are under 18 years of age.

Guiding principles

The web is not anonymous. Caroline Springs Lakers members should assume that everything they post on social media can be traced back to them. Honesty is always the best policy, especially online. It is important that Caroline Springs Lakers members think of the web as a permanent record of online actions and opinions.

Due to the unique nature of community sporting groups, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think or say in their capacity as a member of the Caroline Springs Lakers.

The Caroline Springs Lakers considers all members of the Caroline Springs Lakers are its representatives.

When using the Internet for professional or personal pursuits, all members must respect the Caroline Springs Lakers brand and follow the guidelines in place to ensure that the Club's intellectual property or its relationships with sponsors and stakeholders is not compromised, or the organisation is brought into disrepute.

Usage

For Caroline Springs Lakers members using social media, such use:

- Must not contain, or link to, libelous, defamatory, or harassing content. This also applies to the use of illustrations or nicknames
- Must not comment on, or publish, information that is confidential or in any way sensitive to the Club, its affiliates, partners, or sponsors; and
- Must not bring the organisation or the sport into disrepute.
- Must not otherwise be in breach of the Caroline Springs Lakers Codes of Conduct.

Furthermore, Caroline Springs Lakers members may not use the Caroline Springs Lakers brand to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of Club.

Branding and intellectual property (ip)

It is important that any trademarks belonging to Caroline Springs Lakers are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean "happening in subordinate conjunction with something else.").

Trademarks include:

- Club logos;
- Caroline Springs Lakers associated slogans;
- Images depicting members, volunteers, players, where they can be identified as being part of the Caroline Springs Lakers, except with the permission of those individuals and within other stated guidelines;
- Other Caroline Springs Lakers iconic imagery or the official Caroline Springs Lakers uniforms.

Use of official organisation social media presence or profiles

When creating a new website, social networking page or forum for club member use, care should be taken to ensure the appropriate person at a club has given written consent to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of minor children may not be replicated on any site without the written permission of the child's parent and/or guardian.

For official Caroline Springs Lakers blogs, individual team social pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content;
- Some hosted sites may sell the right to advertise on their sites through 'pop up' content, which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the 'pop up' content cannot be controlled;
- Caroline Springs Lakers members must not use Caroline Springs Lakers online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

Consideration towards others when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Caroline Springs Lakers members and officials must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private Caroline Springs Lakers event will not appear publicly on the Internet. In certain situations, Caroline Springs Lakers members could potentially breach the privacy act or inadvertently make Caroline Springs Lakers liable for breach of copyright.

Caroline Springs Lakers members should be considerate to others in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

Caroline Springs Lakers officials should also not be seen to be in a position to be in photographs, videos or other social media content that might be considered controversial for the Caroline Springs Lakers if it can in any way be linked to their role in the Club, including:

- Being at a Club event or representing the Caroline Springs Lakers at an event
- Being in uniform whether public or private

Under no circumstance should offensive comments be made about Caroline Springs Lakers players, members or officials online.

Breach of policy

The Caroline Springs Lakers continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to Caroline Springs Lakers.

If detected, a breach of this policy may result in disciplinary action from Caroline Springs Lakers. A breach of this policy may also amount to breaches of other Caroline Springs Lakers policies and the Caroline Springs Lakers Codes of Conduct. Disciplinary proceedings arising from a breach of this policy are covered under the Caroline Springs Lakers Disciplinary Policy.

Consultation or advice

This policy has been developed to provide guidance for Caroline Springs Lakers players, members and officials in a area of social interaction. Caroline Springs Lakers players, members and officials who are unsure of their rights, liabilities or actions online and seek clarification, should contact the Caroline Springs Lakers Secretary.