



PURPOSE

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. Wagga United Football Club (WUFC) recognises the benefits of social media as an important tool of engagement and enrichment for our players, coaches, managers, committee, parents, relatives, carers and volunteers (*our community or the WUFC community*).

It is important that the reputation of WUFC, its sponsors and the sport generally is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference WUFC.

When someone clearly identifies their association with WUFC, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately and in the ways that are consistent with WUFC's values and policies.

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 that makes no reference to WUFC or related issues.

SCOPE

This policy applies to those who are likely to be considered active participants within WUFC i.e. players, coaches, managers, committee members and volunteers. It also applies to others who while not active participants are associated with WUFC through player registration e.g. parents and carers for players under 18 years of age.

This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter, MySpace, Snapchat or Instagram);
- Content sharing including Flickr (photo sharing) and YouTube (Video Sharing);
- Commenting on blogs for personal reasons;



- Taking part in conversations on public and private web forums (message boards); or
- Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect our club and *our community*, our sponsors or WUFC as an organisation and the reputation of our Club and our sport in general.

GUIDING PRINCIPLES

The web is not anonymous. We should assume that everything we write can be traced back to us. It is therefore essential that we make a clear distinction between what we do, think or say privately or in our capacity as a member of the *WUFC community*.

WUFC considers *our community* as its representatives. When using the internet we must respect our Club, *our community* and anybody else involved in our sport. We must ensure that our relationships with our sponsors and the wider community are not compromised or WUFC is brought into disrepute.

USAGE

When using social media, such use:

- Must not embarrass or victimise or be offensive
- Must not contain, or link to, libellous, defamatory or harassing content - this also applies to the use of illustrations or nicknames;
- Must not comment on, or publish information that is confidential in anyway;
- Must not bring WUFC or *our community*, our sponsors or the sport into disrepute;
- Must not otherwise be in breach of the WUFC players/coaches Code of Conduct;
- Must not be in breach of any privacy laws; or
- Must not be in breach of any laws relating to discrimination

BRANDING AND INTELLECTUAL PROPERTY



It is important that any trademarks belonging to WUFC (e.g. our Club logo) are not used in personal social media applications, except where such use can be considered incidental.

OFFICIAL WUFC BLOGS, SOCIAL PAGES AND ONLINE FORUMS

When creating a new website, social networking page or forum care should be taken to ensure the appropriate person has given permission to create the page or forum. Similarly, appropriate permissions must be obtained for the use of logos or images.

Images of children may not be replicated on any site without the written permission of the child's parents and/or guardian.

For official WUFC blogs, 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 forum or social pages as the nature of "pop up" content cannot be controlled;
- sites must not be used 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. The *WUFC community* 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 private WUFC events will not appear publicly on the Internet. In certain situations, *the WUFC community* could potentially breach the Privacy Act or inadvertently make WUFC liable for breach of copyright. We should be considerate to others in such circumstances and should not post



information when asked not to or consent has not been sought and given. We must also remove information about another person should they asked us to do so.

Under no circumstance should offensive comments be made about WUFC, *our community* or our sponsors online.

BREACH OF POLICY

Detected breaches of this policy should be reported to WUFC. If detected, a breach of this policy may result in disciplinary action from WUFC under the WUFC Constitution. This may involve a verbal or written warning or in serious cases, suspension as a player, coach, manager or committee member. It may also include deregistration.