



Social Media Policy



January, 2015

1. Rationale

Social media is an important and integral part of our community interaction for the Sunshine Coast Sports Federation (SCSF). Social media can provide a valuable form of communication, however, it also involves certain risks. These public forms of communication and interactions can theoretically be seen by anyone, anywhere, anytime.

It is important to not negatively represent the SCSF, even inadvertently, on our social media platforms. This Policy clarifies our employee's responsibilities and outlines our values and ethics when it comes to social media and thoroughly outlines your roles and responsibilities online.

2. Purpose

To use social media to increase SCSF's profile and improve communication with stakeholders.

2. Policy Scope:

This policy covers all forms of interactions on social media websites that may influence the public's opinion for our organisation including Facebook, Twitter, and on our Website.

This policy specifically targets interactions on these social media websites including, but not limited to: content sharing, commenting, liking, retweeting, or sharing.

3. Responsibilities:

- Make sure you are authorised to access the SCSF's social media profiles and have the adequate permission to interact on its behalf.
- Always understand that you are personally responsible for that which you post. Anything you post can be traced directly back to you.
- Never post untruthful or misleading information on the social media platforms. If you are unsure, do not post until you receive confirmation from the Board.
- Credit external sources where necessary. Do not take credit for other people's work.

4. Content/Usage:

- Consider your audience and exercise good judgment regarding what you intend to post.
- Refrain from posting inflammatory or derogatory remarks or opinions.
- Do not post obscene or offensive content.
- Do not post threatening or defamatory content.
- Do not endorse, promote, or defame any product or opinion that has not already been authorised by the SCSF board.

- When unsure, consider whether you would be comfortable with your supervisor seeing the content that you plan to post.
- Never use your personal social media accounts at work if it is going to interfere with your professional workload.

5. Professional Conduct:

- Always consider that when interacting with the community on our social media platforms, you are acting as a representative of SCSF and your actions will reflect our organisation.
- Carefully abide by SCSF's ethical codes and values and behave appropriately. This means always acting in a manner that promotes and sustains interest in the development of sport in the Sunshine Coast.
- Always conduct yourself in a constructive manner by remaining positive and polite regardless of the situation you may find yourself in.
- Be respectful of other's opinions and privacy.

6. Use of SCSF Brand and Logo's Online:

- When creating new profiles on new social media platforms, care should be taken to ensure appropriate consent has been given.
- It is important that logo's and brands for SCSF are not used for anything other than official purposes previously approved by management.
- Personal gain for employees cannot be garnered through SCSF social media platforms in the act of private promotion.

7. Copyright Laws:

- When it comes to online content, it is safe to assume that copyright laws protect all content and therefore, appropriate measures must be taken to ascertain permission.
- Alternatively, clearly attributing the copyright owner as the content author is an acceptable practice.
- As mentioned above, you may only post relevant and appropriate content that you are authorised to distribute.
- If unsure, do not post content until approval is received.

8. Confidentiality:

- Do not disclose any information that may be deemed confidential or will be harmful to SCSF or any of its associates.

- All information, whether it is business related or personal, should go through a strict process of assessment before being published online.
- If information is not publically available, do not publish without consent.
- Do not cite, post or reference words or images of SCSF associates without prior approval.
- Examples of confidential information include, but are not restricted to: personal information about members and sponsors, board and committee discussions, or any legal information.
- If unsure, seek the board's authorisation.

9. Breach of Policy:

- A breach in policy can lead to a permanent and undesirable impression by the general public that can be detrimental to our organisation.
- Breaches in policy may result in disciplinary action including verbal and/or written warnings, and in serious cases, termination of employment and or position.
- Any alleged breach of the policy;
 - must be in writing, detailing the specifics of the breach
 - it must be sent to Chairperson of the Board as soon as practicable after said breach

10. Process for an Alleged Breach of Policy

- The Board will convene a Panel of up to 3 non conflicted people
- The selected Panel will conduct a Hearing within 5 working days of receipt of said breach (written)
- The Panel will ensure the person who has allegedly breached the policy receives written notification(details) of the Hearing and details of alleged breach of policy at least 3 working days prior to the Hearing
- The Panel will hear in person from both the person who has made the allegation and the person who the allegation is made against. Both parties are allowed to provide evidence and or witness'
- At the conclusion of the Hearing the Chairperson of the Panel will notify all parties either verbally and or in writing the outcomes of the Hearing as soon as practicable as but no longer than 5 working days.

11. Queries or Advice:

- Please refer to SCSF board for more information.