



MOOROOBARK SOCCER CLUB Inc.

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MOOROOBARK SOCCER CLUB SOCIAL MEDIA POLICY

1.0 PURPOSE

This policy is intended to protect the interests of this member organisation; it's 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, Mooroolbark Soccer Club 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, it's members and followers and individuals who might interact with the organisation through social media channels.

2.0 DEFINITION OF SOCIAL MEDIA

Social media includes, but is not limited to, the generation or sharing of content by an individual. 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, Instagram, or Twitter);
- 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 Mooroolbark Soccer Clubs reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the club or its members.

3.0 INTENT OF THE POLICY

The intent of this policy is to include anything posted online where information is shared that might affect members, players, officials, sponsors or the club as an organisation.

Who does it apply to?

This policy applies to all club Life Members, Members, Players, Coaches Parents and Committee, or any individual representing themselves or passing themselves off as being a member of Mooroolbark Soccer Club.

When someone clearly identifies their association with Mooroolbark Soccer Club, 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

the Clubs stated values and policies.

All our policies are displayed on our website and are updated regularly.

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 Club Members, Coaches or Committee where the club member makes no reference to the club or related issues.

4.0 GUIDING PRINCIPLES

The web is not anonymous. Mooroolbark Soccer Club Members and Committee should assume that everything they write can be traced back to them.

Due to the unique nature of sporting groups such as our club, 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 or volunteer for the the club.

The Club considers all members of the Mooroolbark Soccer Club are its representatives.

Honesty is always the best policy, especially online. It is important that club members think of the web as a permanent record of online actions and opinions.

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

5.0 USAGE

For Mooroolbark Soccer Club's Life Members, Members, Coaches, Players, Parents and Committee using social media, such use:

- Must not contain, or link too, 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 or in any way sensitive to Mooroolbark Soccer Club, its affiliates, partners or sponsors; and
- Must not bring the organisation or the sport into disrepute.
- Must not be Intimidating , Threatening or be any form of Harassment

For Club staff using social media, such use:

- Must not interfere with work commitments.
- Must abide by all existing policies and workplace rules and regulations

Furthermore, Club members may not use the Mooroolbark Soccer Club 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 Mooroolbark Soccer Club.

6.0 BRANDING AND INTELLECTUAL PROPERTY (IP)

It is important that any trademarks belonging to the club 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;
- Club associated slogans;
- Images depicting members, volunteers, staff and/or equipment, where they can be identified as being part of the Mooroolbark Soccer Club, except with the permission of those individuals and within other stated guidelines;
- Other Club iconic imagery or the official Club uniforms.

7.0 USE OF OFFICIAL ORGANISATION SOCIAL MEDIA PRESENCE OR PROFILES

When creating a new website, social networking page or forum for club/team member use, care should be taken to ensure the appropriate person at a club level has given consent to create the page or forum. We do not allow public “pages” for teams and only allow private groups.

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 club 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 forums or social pages as the nature of the ‘pop up’ content cannot be controlled;
- Club members must not use the clubs online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

8.0 CONSIDERATION TOWARDS OTHERS WHEN USING SOCIAL NETWORKING SITES

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Mooroolbark Soccer Club members 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 club event will not appear publicly on the Internet. In certain situations, Club members could potentially breach the privacy act or inadvertently make Mooroolbark Soccer Club liable for breach of copyright.

Mooroolbark Soccer Club 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.

Club members 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 club if it can in any way be linked to their role in the club, including:

- Being at an official event or representing the club at an event

- Being in uniform whether public or private

Under no circumstance should offensive comments be made about club members or volunteers online.

9.0 BREACH OF POLICY

Mooroolbark Soccer Club continually monitors online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to the club Committee.

If detected, a breach of this policy may result in disciplinary action from Mooroolbark Soccer Club. A breach of this policy may also amount to breaches of other club policies. This may involve a verbal or written warning or in serious cases, termination of your membership or engagement with the club. Club members may be disciplined in accordance with the clubs disciplinary regulations.

10.0 CONSULTATION OR ADVICE

This policy has been developed to provide guidance for all Mooroolbark Soccer Club members in a new area of social interaction. Club members who are unsure of their rights, liabilities or actions online and seek clarification, should contact the club Committee.

Mick Ashworth
VICE PRESIDENT

This policy will be reviewed each year and remain current unless changes are made and a reviewed policy uploaded.

20/2/2021