



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 Whyalla Junior Soccer Association PTY LTD.

This policy contains WJSA guidelines for the Whyalla 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

VALUES *Our values provide us with the foundation to deliver a high-quality experience to all of our community. They reflect the culture and character of the WJSA and underpins all that we do as an association.*

COLLABORATION- we are a collective partnership of 5 teams, Stakeholders and also the wider Whyalla Community who support the running of the association.

PARTICIPATION- welcoming all players and creating an environment for boys and girls aged 3-17 can participate without prejudice

RESPECT- honoring individual backgrounds and abilities. Appreciating the contribution of each member of the community.

DEVELOPMENT- supporting players to improve, celebrating their improvement, and encouraging the attainment of their personal goals

INCLUSION- growing the game through removing barriers to participating and encouraging all to be involved

SUSTAINABILITY- recognizing the importance of junior soccer to continue the future success of the game in Whyalla





Coverage

This policy applies to all persons who are involved with the activities of Whyalla Junior Soccer Association, whether they are in a paid or unpaid/voluntary capacity <<AMEND ANY THAT ARE NOT APPLICABLE AND/OR TO REFLECT CLUB, STATE AND/OR NATIONAL LEVEL AS RELEVANT>> and including:

- members, including life members of Whyalla Junior Soccer Association
- persons appointed or elected to WJSA boards, committees and sub-committees.
- employees of WJSA
- members of the WJSA Executive.
- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others.
- coaches and assistant coaches.
- athletes.
- referees, umpires and other officials;
- member associations
- **AFFILIATED CLUBS AND ASSOCIATED ORGANISATIONS**
- Football Australia, Football South Australia, South Junior Soccer Association, Adelaide Hills Junior Football Association Inc, Broken Hill Junior Soccer Association Inc. Coober Pedy Desert Dragons FC, Limestone Coast Football Association Inc., Noarlunga & Districts Junior Soccer Association Inc., Port Lincoln Soccer Association Inc., Port Pirie Junior Soccer Association Inc., Riverland Soccer Association Inc., Roxby Downs Soccer Association, Yorke Peninsula Junior Soccer Association Inc.

(NOTE: ORGANISATION TO CONSIDER COVERAGE AND ENSURE THAT IT ALIGNS WITH OBLIGATIONS ON THOSE PERSONS TO COMPLY WITH THE POLICY).





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:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing WJSA on social media; and
2. if you are posting content on social media in relation to WJSA that might affect WJSA 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 WJSA 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 WJSA may still be regulated by other policies, rules or regulations of WJSA..





Using social media in an official capacity

You must be authorised by President of the WJSA before engaging in social media as a representative of Whyalla Junior Soccer Association.

To become authorised to represent WJSA in an official capacity, you must have DCSI Check & Police Check

<https://www.police.sa.gov.au/services-and-events/apply-for-a-police-record-check>

<https://www.dcsiscreening.sa.gov.au>

As a part of WJSA, community you are an extension of the WJSA brand.

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

Guidelines

You must adhere to the following guidelines when using social media related to WJSA 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 WJSA.

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. WJSA 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 WJSA 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 WJSA, 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 WJSA’s confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of WJSA.

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 WJSA, it is perfectly acceptable to talk about WJSA and have a dialogue with the community, but it is not okay to publish confidential information of WJSA . Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our team, coaching practices, financial information and trade secrets.

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

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

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

In every instance, you need to have consent of the owner of copyright in the image.

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 WJSA'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 WJSA'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 WJSA's values and Anti-Discrimination, Harassment and Bullying Policy.

Avoiding controversial issues

Within the scope of your authorisation by WJSA, if you see misrepresentations made about WJSA in the media, you may point that out to the relevant authority in your organisation. 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 WJSA 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 WJSA 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 self & other at risk.

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





Branding and intellectual property of WJSA

You must not use any of WJSA’s intellectual property or imagery on your personal social media without prior approval from WJSA.

WJSA’s intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on <WJSA official social media sites or website.

You must not create either an official or unofficial WJSA presence using the organisation’s trademarks or name without prior approval from WJSA.

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

Where permission has been granted to create or administer an official social media presence for WJSA, you must adhere to the WJSA Branding Guidelines.

Policy breaches

Breaches of this policy include but are not limited to:

- Using WJSA’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 WJSA’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 WJSA, 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 WJSA or any of its members, or content that may





otherwise have been published in breach of this policy, you should report the circumstances immediately.

Please Contact

David Sharp	President	0412729012
Kirsty Arbuckle	Secretary	0439192851
Shannon Nielson	Wanderers Rep.	0422825170
Mark Barr	Westland’s United Rep	0419823972
Stephen Wragg	Croatia rep	0481 246 451

Further information about reporting breaches:

- For a complaint about the misuse of social media relating to a match or competition that occurs either prior to, during, or after a game; refer to THE SPORTING ORGANISATIONS’S RULES.
- For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular game; refer to RELEVANT AREA OF MEMBER PROTECTION POLICY AND/OR GRIEVANCE POLICY.

Investigation

Alleged breaches of this social media policy may be investigated according to WJSA’s POLICIES OR REGULATIONS.

Where it is considered necessary, WJSA 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 WJSAs Member Protection Policy.

Employees of WJSA who breach this policy may face disciplinary action up to and including termination of employment in accordance with WJSA Member Protection Policy or any other relevant policy.

Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under RELEVANT APPEALS RULE.

Related policies

- Code of Conduct
- Anti-Discrimination, Harassment and Bullying Policy
- Acceptable IT use Policy





- Member Protection Policy
- Grievance Policy
- Child Protection Policy
- Data Protection Privacy Policy, including opt-in consents
- Appeals & Resolution Procedures Policy

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court
- Gaming laws

Dated February 2022

