



GOODWOOD SAINTS

FOOTBALL CLUB

SOCIAL MEDIA POLICY

Policy overview and purpose

Guidelines

You must adhere to the following guidelines when using social media related to The Goodwood Saints Football Club 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 the GSFC.

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. The GSFC 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 GSFC) 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 GSFC, 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 GSFC's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of GSFC.

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 GSFC, it is perfectly acceptable to talk about GSFC and have a dialogue with the community, but it is not okay to publish confidential information of GSFC. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our team coaching practices, financial information and any other topic or issue you have been requested to keep confidential.

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 GSFC'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 GSFC'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 GSFC's Vision & Mission Statements, Values & Success Habits and the Player/Officials/ Members/ Volunteers Code Of Conduct.

Avoiding controversial issues

Within the scope of your authorisation by GSFC, if you see misrepresentations made about GSFC in the media, you may point that out to the relevant authority in your club. 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 GSFC 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 GSFC 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 club and you at risk.

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

Branding and intellectual property of GSFC

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

GSFC's intellectual property includes but is not limited to:

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

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

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

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

Policy breaches

Breaches of this policy include but are not limited to:

- Using GSFC'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 GSFC's Vision & Mission Statements, Values & Success habits and Player/Official/Volunteer/Member Code of Conduct.
- 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 GSFC, 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 GSFC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the Clubs Management Committee.

Investigation

Alleged breaches of this social media policy may be investigated according to GSFC Player/Officials/Volunteers/Members Code of Conduct and / or Constitution.

Disciplinary process, consequences, and appeals

Any Player/Officials/Volunteers/Members or Employees of GSFC who breach this policy may face disciplinary action. This to be determined by the Clubs Management Committee.

Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal. Appeal to be directed to the Clubs Management Committee.

- 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