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AUDIENCE All members, office bearers, players, employees, coaches and managers.

This policy contains important information that affects the processes our members use.

Social Media

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| 14.1 Subject | 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 club, BBFC recognises the benefits of social media as an important tool of engagement and enrichment for its members. |
| 14.2 Purpose | This policy aims to provide some guiding principles to follow when using social media. |
| 14.3 Principle | <p>It is important that BBFC's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the club.</p> <p>When someone clearly identifies their association with BBFC, and/or discusses their involvement in the club in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with BBFC's stated values and policies.</p> |
| 14.4 Application and scope | <p>This policy applies to BBFC members, volunteers or any individual representing themselves or passing themselves off as being a member of BBFC.</p> <p>This policy does not apply to the personal use of social media platforms by BBFC players, members or volunteers where no reference is made to the BBFC or related issues.</p> <p>This policy covers all forms of social media. Social media includes, but is not limited to, such activities as:</p> <ul style="list-style-type: none"> • maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Twitter or MySpace); • content sharing include 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); or • editing a Wikipedia page. <p>The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors or BBFC as an organisation.</p> |

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| <p>14.5 Using social media</p> | <p>The web is not anonymous. BBFC members and volunteers should assume that everything they write could be traced back to them. The boundaries between a member’s profession, volunteer time and social life can often be blurred.</p> <p>It is therefore essential that members make a clear distinction between what they do in a professional or personal capacity and what they do, think or say in their capacity as a member or volunteer for BBFC. BBFC considers all members of BBFC are its representatives.</p> <p>Honesty is always the best policy, especially online. It is important that BBFC members think of the web as a permanent record of online actions and opinions.</p> <p>When using the Internet for professional or personal pursuits, all members must respect the BBFC brand and follow the guidelines in place to ensure BBFC's intellectual property or its relationships with sponsors and stakeholders is not compromised, or the club is brought into disrepute.</p> <p>For BBFC members and volunteers using social media, such use:</p> <ul style="list-style-type: none"> • must not contain, or link to, libelous, 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 BBFC, its affiliates, partners or sponsors; and • must not bring the club or football generally into disrepute. <p>Furthermore, BBFC members and volunteers may not use the BBFC 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 BBFC.</p> |
| <p>14.6 Branding and intellectual property</p> | <p>It is important that any trademarks belonging to BBFC 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:</p> <ul style="list-style-type: none"> • BBFC logo; and • images depicting BBFC members, volunteers, and/or equipment, except with the permission of those individuals. |
| <p>14.7 BBFC blogs, social pages and online forums</p> | <p>When creating a new website, social networking page or forum for club member use, care should be taken to ensure that the BBFC Management Committee has given consent to create the page or forum. Similarly, appropriate permissions must be obtained for the use of logos or images.</p> <p>For official BBFC blogs, social pages and online forums:</p> <ul style="list-style-type: none"> • 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; • BBFC members must not use BBFC online pages to promote personal projects; and • all materials published or used must respect the copyright of third parties. |

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| <p>14.8 Consideration towards others when using all social networking sites</p> | <p>Social networking sites allow photographs, videos and comments to be shared with thousands of other users. BBFC members and volunteers must recognise that it may not be appropriate to share photographs, videos and comments in this way.</p> <p>For example, there may be an expectation that photographs taken at a private BBFC event will not appear publicly on the Internet. In certain situations, BBFC members or volunteers could potentially breach the privacy act or inadvertently make BBFC liable for breach of copyright.</p> <p>BBFC members or volunteers 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.</p> <p>Under no circumstance should offensive comments be made about BBFC members or volunteers online.</p> |
| <p>14.9 Breach of Policy</p> | <p>BBFC continually monitors online activity in relation to the club and its members.</p> <p>If detected, a breach of this policy may result in disciplinary action from BBFC. A breach of this policy may also amount to breaches of other BBFC policies.</p> <p>This may involve a verbal or written warning or in serious cases, termination of your engagement with BBFC. BBFC members may be disciplined in accordance with BBFC disciplinary regulations.</p> |
| <p>14.10 Consultation and advice</p> | <p>This policy has been developed to provide guidance for BBFC members and volunteers in a new area of social interaction. BBFC members or volunteers who are unsure of their rights, liabilities or actions online and seek clarification, should contact the BBFC Member Protection Officer</p> |
| <p>14.11 Reference Codes</p> | <ol style="list-style-type: none"> 1. Doc No: CB 1 – 6 Codes of Behaviour. 2. Doc No: OP10 – Conflict of Interest. 3. Doc No: CC3. – Club Constitution / Rule 15. |