**Social Media Policy**

**July 2016**

**POLICY SUMMARY**

**WHAT IS AND IS NOT IN SCOPE:**

This Policy is about the tools that the Club will use in its communication strategy.

This Policy is not about the tools that individuals use in their day-to-day communication; however, the Club’s Code of Conduct will be enacted as a result of any individual issue or behaviour arising that is considered to place the Club into disrepute.

**ASHBURTON UNITED JUNIOR FOOTBALL CLUB CONTEXT**

The Ashburton United Junior Football Club supports the following guidelines when using social media:

**DO’S:**

* Use common sense
* Always respect the YJFL, its clubs, competitors, players, families and sponsors
* Update social media regularly
* Promote stories about our club with links and tagging
* Interact with our followers and friends
* Follow other clubs and chat with each other where appropriate
* Talk about life outside footy
* Have fun and be positive

**DON’TS**

* Never act like anything uploaded is private
* Don’t forget the YJFL and other clubs follow us
* Don’t abuse the YJFL, other clubs, competitors, members or sponsors
* Never post photos that are inappropriate
* Interact with haters
* Don’t unveil full names of members – refer to first name only

**ASHBURTON UNITED JUNIOR FOOTBALL CLUB CONTEXT**

**BREACHES OF USE:**

The Ashburton United Junior Football Club has a ‘Zero Tolerance’ on any breaches – there is to be no bringing the Club into disrepute, no racial and/or religious vilification; no derogatory remarks towards our Club, other Clubs, the YJFL, and/or individuals.

Inappropriate use of electronic communication includes but is not limited to making or posting inappropriate comments against players, clubs (ours and others), club officials, match officials, league itself or its delegates – which is hurtful, discriminatory or offensive in nature. Any person who believes that they have been the victims of inappropriate electronic communication should report the matter to any member of the Committee (either in writing or verbally) along with any evidence that may assist the Club in investigating the concern. The Club will undertake to investigate the concern at its discretion. Matters which are deemed by the Executive to be more serious in nature may be reported to external to the club authorities (ie: the Police) – should this be the case, it will be reported to them by the Club President.

Non-compliance with the general outline above will result in disciplinary action for any violations – as outlined in the Club’s Code of Conduct. A rule of thumb is: “If you don’t have something positive to say, then do not say anything at all.”

**RESPONSIBILITY:**

As a player and/or member of the Ashburton United Junior Football Club, it is everyone’s responsibility to implement this Policy.

**RESPECTFUL CONVERSATIONS AND INFORMATION:**

The Ashburton United Junior Football Club also recognises that as providers of information we have a duty of care to convey information to all players and members in a respectful and courteous manner – both verbally and in written form.

The Ashburton United Junior Football Club and General Committee understand and accept its responsibility to this effect; and to abide by the Club’s Code of Conduct. Equally, it is imperative that all players and parents/guardians and friends also abide by the Club’s Code of Conduct.

**SOCIAL MEDIA – A DEFINITION:**

Social Media may include (although is not limited to):

* social networking sites (eg Facebook, LinkedIn, Yammer)
* Social video and photo sharing websites (eg Instagram, Flickr, YouTube, SnapChat, Picasa)
* blogs, including corporate blogs and personal blogs
* blogs hosted by media outlets (eg ‘comments’ or ‘your say’ feature in major newspapers)
* micro-blogging (eg Twitter)
* wikis and online collaborations (eg Wikipedia)
* forums, discussion boards and groups (eg Google groups, Whirlpool)
* vod and podcasting
* online multiplayer gaming platforms (eg World of Warcraft, Second Life)
* instant messaging (including SMS)
* geo-spatial tagging (Foursquare), players and friends is achieved with one application.

**POLICY REVIEW**

This Policy will be reviewed annually to ensure it remains relevant, practical and that it reflects community expectations and legal requirements. The Policy will be reviewed annually, with the next review due in July 2017.