

WA Eight Ball Federation (Inc)



Social Media Policy

Version 1

Effective 1 July 2016

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Management of WA Eight Ball Federation (Inc) Social Media Policy

Document Approval

Approval	
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1. Purpose

Social media (see 2 below for definition) offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, the West Australian Eight Ball Federation (WAEBF) recognises the benefits of social media as an important tool of engagement and enrichment for its members.

The WAEBF has a long history with its members and clubs and is a highly respected organisation. It is important that the WAEBF's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their association with the WAEBF, and/or discusses their involvement in the organisation in an online forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with the WAEBF's stated values, policies and code of conduct.

This policy provides guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by WAEBF members where the WAEBF member makes no reference to the WAEBF or related issues.

2. Scope

This policy applies to WAEBF member or any individual representing themselves or referencing themselves as being a member of the WAEBF.

This policy covers all forms of social media. Social media includes, but is not limited to such activities as:

- maintaining a profile page on social or business networking site (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- Content sharing including 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 conversation on public and private web forums (message boards); and/or
- Editing a Wikipedia page.

The intent of this policy is to include anything posted online where information shared may affect members, colleagues, clients, sponsors or the WAEBF as an organisation.

3. Guiding Principles

The web is not anonymous. WAEBF members should assume that everything they write can be traced back to them.

Due to the unique nature of the WAEBF, 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 WAEBF. The WAEBF considers all its members be their representative.

Honesty is always the best policy, especially online. It is important that WAEBF 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 WAEBF brand and follow the guidelines in place to ensure the WAEBF's intellectual property or its relationships with sponsors and stakeholders is not compromised (see 5 below), or the organisation is brought into disrepute.

4. Usage

For WAEBF members using social media, such use:

- Must not contain, or link to libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
- Must not provide comment, or publish information that is confidential or in any way sensitive to the WAEBF, its affiliates, partners or sponsors; and
- Must not bring the organisation or Eight Ball into disrepute.

Furthermore, WAEBF members may not use the WAEBF brand (see 5 below) 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 the WAEBF.

5. Branding and Intellectual Property (IP)

It is important that any trademarks belonging to the WAEBF or any member State or Territory affiliate or 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, Member State or Territory Affiliate and WAEBF logos;
- Images depicting WAEBF Members, volunteers, players and/or equipment, except with the permission of those individuals; and/or
- Other WAEBF imagery.

6. Official WAEBF blogs, social pages and online forums

When creating a new website, social networking page or forum for committee/member/club use, care should be taken to ensure the appropriate person at a committee/club/member level has given written consent to create the page or forum.

Similarly, appropriate permission 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 WAEBF blogs, social pages and online forum:

- Posts must not contain, nor link to, pornographic or indecent content;

- WAEBF members must not use WAEBF online pages to promote personal projects; and
- All material published or used must respect the copyright of third parties.

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;

7. Consideration towards others when using social networking sites

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

WAEBF members should be considerate to others in such circumstances 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. Under no circumstance should offensive comments be made about WAEBF members online.

8. Breach of Policy

Detected breaches of this policy should be reported to the WAEBF immediately. Acceptable WAEBF reporting methods are email, letter, photo and/or screen shot which is then submitted to the WAEBF secretary. Reports will be discussed at the next available committee meeting.

If detected, a breach of this policy may result in disciplinary action from the WAEBF. A breach of this policy may involve:

- A verbal or written warning;
- Monetary fine; and/or
- Suspension from the WAEBF.

9. Consultation or Advice

This policy has been developed to provide guidance for WAEBF members in relation to online social interaction. WAEBF members who are unsure of their rights, obligations, liabilities or penalty, should seek clarification from the WAEBF Chairperson.