



Social Media Policy



Revision History

| Version | Version Details |
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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 minimizing potential risks and protecting those involved.

This policy will assist to establish a culture of openness, trust and integrity in all online activities related to the Crows Supporters Group (hereafter referred to as CSG).

This policy contains guidelines for the CSG 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.



Coverage

This policy applies to all persons who are involved with the activities of CSG, whether they are in a paid or unpaid/voluntary capacity and include, but not limited to:

- Financial members of all categories,
- Life members of CSG,
- Persons appointed or elected to committees and sub-committees.

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the Internet or social media.

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:

- An administrator of a CSG social media site; and
- An officially designated individual representing CSG on social media; and
- An individual authorised to post social media on CSG's behalf; and
- If you are posting content on social media in relation to CSG that might affect CSG's 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 CSG or its business, events, activities, sponsors, members or reputation. Misuse by you of social media in a manner that does not directly refer to CSG may still be



regulated by other policies of the host media sites, rules or regulations, for example, Facebook[®] administrators.

Official social media

CSG's official social media

CSG's official social media platforms are:

- The CSG Website,
- The CSG Facebook[®] page.

CSG's official social media administrators

The Executive Committee will appoint site administrators for each official social media platform on an annual basis. Site administrators may differ for each platform and a record of these will be kept in the minutes of the relevant Executive Committee meeting.

Only officially appointed site administrators are authorised to create or administer an official social media presence for CSG and all such content must adhere to this policy and all other relevant documents, for example, the CSG Privacy Policy.

CSG Administrators will monitor our social media sites and pages, for example Facebook[®] pages for inappropriate content and will add or remove content and apps, create or modify posts or comments to delete or remove any inappropriate content.

Any other social media engagement is considered unofficial and is not authorised or condoned by CSG.

Official vs unofficial social media

Any individual who engages in the use of social media related to CSG, its members or its events is a part of CSG's community and are an extension of the CSG brand.

As such, the boundaries between when you are representing yourself and when you are representing CSG can often be blurred. This becomes more of an issue as you increase your profile or position within CSG. Therefore, it is important that you represent both yourself and CSG appropriately online at all times and you comply with these guidelines to maintain your personal and CSG's integrity.



Policies

General

CSG and its members must adhere to the policies and guidelines in this document when using social media to protect the interest and integrity of CSG or its business, products, competitions, teams, participants, services, events, sponsors, members and 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 CSG whenever you post items related to CSG on social media.

Protecting your privacy

Be smart about protecting yourself, your privacy and the privacy of others.

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 or the personal details of CSG, its members or persons interested in it, or its activities.

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. Err 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 could 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 whom you represent or are affiliated with (e.g. member of CSG) and that anything you publish is your personal opinion and is not officially the opinion of CSG. This is good practice and is encouraged, but don't count on it to avoid trouble, it may not have legal effect.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of CSG's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of CSG.

Remember, if you are online, you are on the record and much of the content posted online is public and searchable.

Within the scope of your authorisation by CSG, it is acceptable to talk about CSG and have a dialogue with the community, but it is not acceptable to publish confidential information about CSG, its members or individuals associated with it.

When using social media you should be considerate to others and should not post information when you have been asked not to do so by us or any individual, 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.

The CSG Privacy Policy contains full details on CSG's requirement on these issues and shall be complied with when using social media content that falls within the scope of this policy.

Gaining permission when publishing a person's identifiable image

The CSG Privacy Policy contains full details on the practice of recording and use of a person's image and must be complied with when using social media in an official capacity on behalf of CSG and may be used as a guideline when using social media on your own personal behalf.

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.



Discrimination, sexual harassment and bullying

The public in general, our members, and persons interested in CSG, 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.

Avoiding controversial issues

Within the scope of your authorisation by CSG, always show respect. 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 you make 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 CSG 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 membership of CSG at risk.

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

Abiding by copyright laws

It is critical that you are aware of, and comply with, the laws governing copyright in relation to material owned by others and CSG'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.

Branding and intellectual property of CSG

You must not use any of CSG's intellectual property on your personal social media without prior approval from us.

CSG's intellectual property includes, but is not limited to:

- Trademarks,
- Logos,
- Slogans.



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

You must not imply that you are authorised to speak on behalf of CSG unless you have been authorised to do so by CSG's Executive Committee as defined in this policy.

Policy breaches

Breaches of this policy include but are not limited to:

- Using CSG'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 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 CSG, its affiliates, its members or sponsors or the game of football into disrepute. In this context, bringing a person or organisation into disrepute is generally considered to be lowering 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 CSG or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately, us by:

- Contacting CSG via phone or email at: <http://crows.com.au/>, or
- Writing to: The Crows Supporters Group, PO Box 7228, West Lakes SA 5021.

Investigation

Alleged breaches of this social media policy may be investigated.

Where it is considered necessary, CSG 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 outlined in our Constitution.



Members of CSG who breach this policy may face disciplinary action in accordance with our Constitution, for example, termination of membership. The right of appeal to any action taken in relation to this policy is available as defined in our Constitution.

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 (Cth)*,
- *Information Privacy Act (Cth)*,
- Equal opportunity laws,
- Contempt of Court,
- Gaming laws.