

Hillside Football Club

Social Media Engagement Policy

Introduction

Over the past few years' social media has become an important and integral part of connecting with members and sponsors. It is dynamic, fluid and increasingly powerful in its ability to capture community sentiment and often shapes the conversations we have with each other. With this comes a degree of ambiguity as to what constitutes ethical behaviour when participating in social media.

The Hillside Football Club (HFC)

- acknowledges that Social Media has increasing prevalence in both the professional and private lives of its Members.
- recognises the value in using Social Media to build more meaningful relationships with fans, communities, sponsors and other relevant stakeholders.
- embraces that Social Media platforms offer the opportunity for people to gather in online communities of shared interest and create, share or consume content in ways that can be mutually beneficial.

Purpose and Scope

The HFCs Social Media Engagement Policy (Social Media Policy) sets out the HFCs expectations of its players, members, committee, coaches and officials when engaging with Social Media.

Recognising that commonly held perceptions of “social media” are likely to change from time to time, “Social Media” for the purpose of this Policy is not limited to certain specific platforms or the ones listed below, however, the HFC considers each of the following platforms / internet programs / digital interfaces as Social Media for the purpose of this Policy:

- External and internal social networking sites (eg Facebook, Twitter, Bebo, Linked In, MySite and Yammer);
- Video and photo sharing websites (eg Flickr, YouTube);
- Micro-blogging sites (eg Twitter);
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications (eg. ‘comments’ or ‘your say’ feature on theage.com.au);

- Forums and discussion boards (eg Whirlpool, Yahoo! Groups or Google Groups);
- Online encyclopaedias (eg Wikipedia);
- Instant messaging (including SMS & MMS);
- Vod and Podcasting; and
- Any other website that allows individual users or companies to use simple publishing tools.

The Hillside Football Club Social Media Engagement Policy is guided by these key Code of Conduct principles:

The Hillside Football Club

- wishes to operate in an environment where people show respect for others and their property.
 - Respect is defined as consideration for another's physical and emotional wellbeing and possessions, to ensure no damage or deprivation is caused to either.
- wishes to operate in an environment that is free from harassment.
 - Harassment is defined as any action directed at an individual or group that creates a hostile, intimidating or offensive environment.
- wishes to operate in a non-discriminatory environment. Respect the right, dignity and worth of every human being, treating everyone equally regardless of gender, ethnicity, sexuality or religion.

The HFC promotes responsible use of social media and requires its members to take responsibility for their own words and actions.

HFC members will not tolerate or post unacceptable content. Unacceptable content can include, but is not limited to

- is being used to abuse, harass, stalk or threaten others
- is libellous, knowingly false, or misrepresents another person,
- infringes upon a copyright or trademark
- violates an obligation of confidentiality
- violates the privacy of others

Photography and Privacy

All players, members, committee, coaches and officials acknowledge that they may be subject to photography, video taping, live radio or television

broadcasts and their consent is implied with membership application.

Breaches

Any individual or group of people suspected or alleged to be in breach of the media policy will be subject to any and all of the following;

- Investigation of their conduct by HFC Committee
- Notice to appear before the Executive Committee
- Notice to appear before the full HFC Committee
- Investigation of their conduct by the EDFL
- Sanctions as deemed appropriate by the HFC Committee

Penalties for breaches can include fines, suspensions, de-registration / expulsion or any other penalty deemed suitable, and where necessary, referral to the relevant authorities (ie instances of cyber stalking, criminal harassment, et al).