



Name: Volleyball Australia Social Media Policy

Policy Owner: VA Operations Manager

Approved by: Volleyball Australia Board

Date approved: 26 June 2012

1. Introduction

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 organisation, Volleyball Australia (VA) recognises the benefits of social media as an important tool of engagement and enrichment for its members.

Volleyball Australia, its Member States and affiliates have long histories and are highly respected organisations. It is important that Volleyball'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 Volleyball Australia, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with VA's stated values and policies.

2. Purpose

This policy aims to provide some guiding principles to follow when using social media. The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors or Volleyball Australia as an organisation and bring the organisation into disrepute.

3. Scope

This policy applies to VA members, staff, coaches, athletes, officials, volunteers or any individual representing themselves or passing themselves off as being a member of VA.

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 sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- Content sharing include Flickr (photo sharing) and YouTube (video sharing);
- Commenting on blogs for personal or business reasons;
- Personal and corporate websites
- 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.

4. Guiding Principles

The web is not anonymous. VA members, volunteers and staff should assume that everything they write can be traced back to them. Honesty is always the best policy, especially online. It is important that VA members think of the web as a permanent record of online actions and opinions.

Due to the unique nature of volleyball in Australia, 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 volunteer for VA. VA considers all members of VA are its representatives.

When using the Internet for professional or personal pursuits, all members must respect Volleyball Australia's and its Member States intellectual property and follow the guidelines in place to ensure VA's intellectual property or its relationships with sponsors and stakeholders is not compromised, or the organisation is brought into disrepute.

4.1 Usage

For VA members and staff 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 comment on, or publish, information that is confidential or in any way sensitive to VA, its affiliates, partners or sponsors; and
- Must not bring VA into disrepute.
- For VA staff using social media, such use must not interfere with work commitments.

VA members and staff may not use the VA brand (see 5.0 below) to endorse or promote any product, opinion, cause or political candidate unless directed as part of their role; 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 VA.

4.2. Branding and Intellectual Property (IP)

It is important that any trademarks belonging to VA or Member States are not used in personal social media applications, except where such use can be considered incidental or permission has explicitly been given – (where incidental is taken to mean “happening in subordinate conjunction with something else.”). Trademarks include:

- Member State and VA logos;
- The “One Sport Two Disciplines, One Future”, or any other associated slogans;



4.3 Official Volleyball blogs, social pages and online forums

When creating a new website, social networking page or forum for staff/club member use, care should be taken to ensure the appropriate person at a club/state/national level has given written consent to create the page or forum. VA will keep a record of such permissions. Similarly, appropriate permissions 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 VA blogs, social pages and online forums:

- 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;
- VA employees must not use VA online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

4.4 Consideration towards others when using social networking sites

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

VA members or staff 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.

Under no circumstance should offensive comments be made about VA members or staff online.

5. Breach of Policy

VA, its Member States and affiliates continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to VA.

If detected, a breach of this policy may result in disciplinary action from VA. A breach of this policy may also amount to breaches of other VA policies. This may involve a verbal or written warning or in serious cases, termination of your employment or engagement with VA. VA members may be disciplined in accordance with VA disciplinary regulations as set out in the Member Protection policy.

6. Consultation or Advice

This policy has been developed to provide guidance for VA members and staff in a new area of social interaction. VA members or staff who are unsure of their rights, liabilities or actions online and seek clarification, should contact the VA Communications and IT Manager.

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