



# Social Media Policy

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## **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 Queensland (VQ) recognises the benefits of social media as an important tool of engagement and enrichment for its members.

VQ and its 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 an individual or organisation clearly identifies their association with VQ, and/or discusses their involvement in or with VQ in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with VQ's values.

## **2. Purpose**

This policy aims to provide some guiding principles for affiliates 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 VQ as an organisation and bring VQ into disrepute.

## **3. Scope**

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

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

- Maintaining a profile page on social or business networking sites (such as LinkedIn)
- Content sharing such as via Facebook (photo/video 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 conversations on public and private web forums, or
- Editing a Wikipedia page

## **4. Guiding Principles**

The Internet is not anonymous. VQ affiliates, members, volunteers and staff should assume that everything they write/post can be traced back to them. Honesty is always the best policy, particularly online. It is important that VQ members think of the Internet 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 VQ its staff and 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 VQ. VQ considers all members of the organisation as representatives.

When using the Internet for professional or personal pursuits, all members must respect VQ's intellectual property and follow the guidelines in place to ensure VQ's intellectual property or its relationships with sponsors and stakeholders is not compromised.

#### 4.1 Usage

For VQ, affiliates, associate 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 VQ, its affiliates, partners or sponsors, and
- Must not bring VQ into disrepute

VQ affiliates, members and staff may not use the VQ 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 opinion/s shared are those of the individual, and do not represent or reflect the views of VQ.

#### 4.2 Branding and Intellectual Property (IP)

It is important that any trademarks, logos or brands belonging to VQ 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 subordinately or in conjunction with something else.”). These IP items include:

- VQ logos, whether current and past
- Associated slogans
- Registered trading names

#### 4.3 Official Volleyball blogs, social pages and online forums

When VQ creates a new website, social networking page or forum for staff/club member use, care should be taken to ensure the VQ General Manager or appointee has given written consent to create the page or forum. VQ will keep a record of such permissions. Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the express written permission of the child's parent and/or guardian.

#### 4.4 For official VQ 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
- VQ staff must not use VQ online pages to promote personal projects, and
- All materials published or used must respect the copyright of third parties

#### 4.5 Consideration towards others when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. VQ affiliates, 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, VQ members or staff could potentially breach the privacy act or inadvertently make VQ liable for breach of copyright.

VQ affiliates, 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 VQ affiliates, members or staff online.

### **5. Breach of Policy**

VQ continually monitors online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to VQ.

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

### **6. Consultation or Advice**

This policy has been developed to provide guidance for VQ affiliates, members and staff in a new era of social interaction. VQ affiliates, members or staff who are unsure of their rights, liabilities or actions online and seek clarification, should contact the VQ Communications Officer [comms@vq.org.au](mailto:comms@vq.org.au)

Approved  
Volleyball Queensland Board of Management  
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