

SURF COAST MOUNTAIN BIKE CLUB

SOCIAL MEDIA POLICY

Date - August 2020

Review date - August 2022

PURPOSE

Social media is changing the way we communicate.

This policy has been developed to inform the Surf Coast Mountain Bike Club 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 minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Surf Coast Mountain Bike Club (SCMTB)

This policy contains guidelines for the SCMTB 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.

SCOPE

This policy applies to all persons who are involved with the activities of SCMTB whether they are in a paid or voluntary capacity. This may include but not be limited to the following roles:

- Members of SCMTB
- Persons appointed or elected to SCMTB committees and sub-committees;
- Other volunteers
- Employees of, or contractors hired by SCMTB
- Support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- Coaches and assistant coaches;

- Member associations
- Spectators and Family members

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

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 encyclopaedias (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.

POLICY

This policy is applicable when using social media as:

1. an officially designated individual representing SCMTB on social media; and
2. if you are posting content on social media in relation to SCMTB that might affect SCMTB's membership, products, services, events, sponsors 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 SCMTB or its membership, products, services, events, sponsors or reputation.

USING SOCIAL MEDIA IN AN OFFICIAL CAPACITY

You must be authorised by the SCMTB committee before engaging in social media as a representative of SCMTB. Once authorised to represent SCMTB in regard to

social media in an official capacity, you must follow the guidelines set out in this policy.

As a part of SCMTB's, community you are an extension of the SCMTB brand. As such, the boundaries between when you are representing yourself and when you are representing SCMTB can often be blurred. This can become more of an issue as you increase your profile or position within SCMTB. Therefore it is important that you represent both yourself and SCMTB appropriately online at all times.

GUIDELINES

You must adhere to the following guidelines when using social media related to SCMTB or its membership, products, services, events, sponsors or 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 SCMTB

Protecting your privacy

Be smart about protecting yourself and your privacy.

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.

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. SCMTB recommends erring 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 can 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 who you work for or are affiliated with (e.g. member of SCMTB) and that anything you publish is your personal opinion and that you are not speaking officially. 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 SCMTB's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of SCMTB

Within the scope of your authorisation by SCMTB it is perfectly acceptable to talk about SCMTB and have a dialogue with the community, but it is not okay to publish confidential information held by SCMTB. Confidential information includes things such as members' private details or the club's financial information that is not commonly available.

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

When using social media you should be considerate to others and should not post information when you have been asked not to, 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.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding children. In such circumstances, parental or guardian consent is mandatory. You will ensure the parent or guardian understands how the child's information will be used

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person. Again, this is particularly relevant to publishing any information regarding children. In such circumstances, parental or guardian consent is mandatory. You will only use images of children that are relevant to our sport.

When using an image of a child you will not name or identify the child or publish personal information without the parent or guardian's consent. You will ensure the parent or guardian understands how the child's image will be used. You should also

refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

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.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and SCMTB'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.

Discrimination, sexual harassment and bullying

The public in general, and SCMTB's members and committee, 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.

When using social media you are also bound by SCMTB's values and by all Anti-Discrimination, Harassment and Bullying components of the SCMTB Member Protection Policy.

Dealing with mistakes

If you make an error while posting on behalf of SCMTB, 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 SCMTB 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 yours and SCMTB's reputation at risk.

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

Branding and intellectual property of SCMTB

You must not use any of SCMTB's intellectual property or imagery on your personal social media without prior approval from SCMTB

SCMTB's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on SCMTB official social media sites or website.

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

You must not imply that you are authorised to speak on behalf of SCMTB unless you have been given official authorisation to do so by the SCMTB committee.

Policy breaches

Breaches of this policy include but are not limited to:

- Using SCMTB's name 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 in breach of SCMTB's anti-discrimination, racial discrimination, sexual harassment rules
- 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 SCMTB, its affiliates, its officials, members, sponsors or the sport of Mountain Biking into disrepute. In this context, bringing a person or organisation into disrepute is to lower 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 SCMTB or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to a committee member.

Investigation, Disciplinary process, consequences and appeals

Alleged breaches of this social media policy will be investigated according to SCMTB's Member Protection Policy. Where it is considered necessary SCMTB may report a breach of this social media policy to police.

Depending on the circumstances, confirmed breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the SCMTB's Member Protection Policy.

RELATED DOCUMENTS

- SCMTB (MTBA) Code of Conduct
- SCMTB (MTBA) Member Protection Policy
- SCMTB Child Safe Policy
- SCMTB Child Safe Code of Conduct
- SCMTB Child Safe Reporting Process
- Overview of SCMTB Child Safe documents and legislation