



Social Media Policy

1. Purpose

Social media (defined within Scope) offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. School Sport ACT (SSACT) recognises the benefits of social media as an important tool of engagement and enrichment for its participants and appointed officials.

It is important that SSACT's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

This policy aims to provide some guiding principles to follow when using social media. This policy does *not* apply to the personal use of social media platforms by SSACT participants and appointed officials where there is no reference to SSACT or related issues.

2. Scope

This policy applies to SSACT participants, official, staff or any individual representing themselves or passing themselves off as being associated with the organisation.

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 or Twitter)
- Content sharing include Flickr, Instagram or Tumblr (photo sharing), YouTube or Vimeo (video sharing) and apps like Vine or Snapchat.
- Commenting on blogs for personal or business reasons; ☒
- Taking part in online votes and polls; ☒
- Taking part in conversations on public and private web forums (message boards); or ☒
- Editing a Wikipedia page. ☒

The intent of this policy is to include anything posted online where information is shared that might affect participants, officials, staff, funding partners, sponsors or SSACT as an organisation.

3. Guiding Principles ☒

- The web is not anonymous. SSACT participants, officials and staff should

assume that everything they write can be traced back to them. ☒

- It is essential that officials make the distinction that whilst they maybe an appointed official in an unpaid capacity, they are to behave in a professional manner. SSACT considers all participants, officials and staff, representatives of the organisation. ☒
- Honesty is always the best policy, especially online. It is important that SSACT participants, officials and staff think of the web as a permanent record of online actions and opinions.

4. Usage ☒

For SSACT participants, officials and staff using social media, such use:

- Must not contain, or link to, libelous, 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 SSACT, its affiliates, partners or sponsors. ☒
- Must not contain, nor link to, pornographic or indecent content.
- Should obtain appropriate permissions for the use of images of minor children. Images may not be replicated on any site without the permission of the child's parent and/or guardian.
- All materials published or used must respect the copyright of third parties.
- By SSACT participants, officials and staff may not use the SSACT brand/logo to endorse or promote any product, opinion, cause or political candidate; 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 SSACT.
- Must not bring the organisation into disrepute.

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. SSACT participants, officials and staff must recognise that it may not be appropriate to share photographs, videos and comments in this way. Consideration should be given, in such circumstances, and information not posted when 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.

5. Breach of Policy ☒

SSACT continually monitor online activity in relation to the organisation and its participants, officials and staff. Detected breaches of this policy should be reported to SSACT. ☒

If detected, a breach of this policy may result in disciplinary action from SSACT. A breach of this policy may also amount to breaches of other SSACT policies. This may involve a verbal or written warning or in serious cases, termination of your employment or engagement with SSACT. ☒

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