

	GAWLER CENTRAL SPORTING CLUB SOCIAL MEDIA POLICY	Policy Number: GCSC-002
		Version Number: 1.0
Recommended By: GCSC President		Issue Date: 29 APRIL 2019
Approved By: GCSC Management Committee		Review Date: 29 APRIL 2020

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POLICY

1. Introduction

The Gawler Central Sporting Club acknowledges that social media continues to increase in popularity in both the private and professional lives of its members. The Gawler Central Sporting Club also recognises the value in using social media to build more meaningful relationships with our members, our sponsor and the community. Social media offers the opportunity for people to gather in online communities of shared interest and create, share and consume content in ways that can be beneficial for all.

2. Purpose & Scope

This Social Media Policy sets out the Gawler Central Sporting Club's expectations of its affiliated clubs and members when engaging with and using social media.

This Policy is applicable when using social media as:

- An officially designated individual representing the Gawler Central Sporting Club or an affiliated club on social media; and
- If you are posting content on social media in relation to the Gawler Central Sporting Club or an affiliated club that might affect a club's business, products, services, events, sponsors, members or reputation.

This policy does not apply to the personal use of social media where it is not related to or there is no reference to the Gawler Central Sporting Club (or affiliated clubs) or its business, competition, teams,

3. Definitions

The following definitions apply to this policy:

1. Social Media
 Refers to any forms of electronic communication, such as websites and application platforms, for social networking and microblogging through which users create online communities to share information, ideas, personal messages and other content (eg. videos and photos).

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2. Social Media Accounts

Refers to any official Gawler Central Sporting Club, or affiliated clubs, social media accounts on platforms including but not limited to:

- Facebook
 - Public club page
 - Public groups
 - Private groups
 - Chats pertaining to the page or groups above
- Instagram
 - Public account
 - Private account
 - Chats pertaining to the accounts above
- Twitter, YouTube, Pinterest, whilst currently not used by the Gawler Central Sporting club or affiliated clubs, are also included in the definition of Social Media Accounts and members posting content to those platforms must have required to the requirements of this policy.

3. Affiliated Clubs

Refers to the following clubs by name:

- Gawler Central Football Club
- Gawler Central Netball Club
- Gawler Central Cricket Club

4. Branding

Social media accounts established by affiliated clubs must include approved Gawler Central Sporting Club branding to clearly identify and communicate the relationship between the two bodies. Use of logos, corporate colours and other brand related items must be consistent with the approved branding of the Gawler Central Sporting Club. Approval must be sought and granted for the use of Gawler Central Sporting Club logo and other brand elements on affiliated club social media accounts.

5. Responsible Officers

The following positions are responsible officers for the Gawler Central Sporting Club and affiliated clubs for the purposes of this policy:

- President
- Vice President
- Secretary
- Treasurer
- Social Media Officer (where applicable)

Responsible officers are tasked with monitoring and enforcing compliance with this Policy. Individuals may make complaints to a Responsible Officer if they believe a breach of this Policy has occurred.

6. Policy Statement

The following positions are responsible officers for the Gawler Central Sporting Club and affiliated clubs for the purposes of this policy:

1. Gawler Central Sporting Club is committed to maintaining responsible behaviour and protecting a person's right to be treated with respect and dignity, and to be safe and protected from discrimination, harassment and abuse. This includes setting appropriate standards for the use of social media by all members.

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2. Social media platforms are a valuable tool for communicating and engaging with club members and the wider community, with affiliated clubs able to use these tools at their discretion, subject to the following requirements. Published content:
 - a) must be accurate and not misleading;
 - b) must be polite and respectful;
 - c) must comply with laws governing copyright in relation to material owned by others and the Gawler Central Sporting Club's (or an affiliated club's) own copyrights and brands;
 - d) must not cause damage to the Gawler Central Sporting Club and affiliated clubs reputation, or bring those entities into disrepute;
 - e) must not be profane, offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, fraudulent, pornographic or otherwise unlawful and objectionable;
 - f) must not make the Gawler Central Sporting Club (or affiliated clubs) appear to be affiliated with a company, social group, political party, product or individual when it is not recorded through appropriate sponsorship agreements or other documented forms;
3. When engaging on social media, affiliated clubs should:
 - a) Exercise care and discretion with their use of online communication. Clubs should work on the assumption that irrespective of privacy settings, group membership or other restrictions applied to social media posts, content may be viewed by, sent, forwarded or transmitted to someone other than who was intended to view the communication;
 - b) Exercise care not to disclose any individual's personal information such as full name, address, phone number, email address, other anything else considered personal information under the Gawler Central Sporting Club Club's Member Protection policies;
 - c) Exercise care when publishing images of others without their permission. Be aware that people may be readily identifiable even when names are not used;
 - d) Behave with respect and courtesy, even when disagreeing with someone or something;
 - e) Be aware that use of social media platforms means that you and the content you exchange are subject to their terms and conditions of service, which could result in content published by you being turned over to law enforcement agencies without your consent or even knowledge.

7. Policy Breaches

Breaches of this Policy may include but are not limited to:

- Using the Gawler Central Sporting Club's (or an affiliated club's) name, motto, crest and/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 or defamatory.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game, would result in a breach of the rules of the game.
- Posting or sharing any content in breach of the Gawler Central Sporting Club's Member Protection policies.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to social media platforms that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing the Gawler Central Sporting Club, its affiliated clubs, its sport, its officials, members or sponsors 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 an ordinary member of the public.

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8. Reporting a Breach

If you notice inappropriate or unlawful content on any social media platform relating to Gawler Central Sporting Club, an affiliated club, any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

To report a breach, please do the following:

1. Capture (screenshot) or take note of the content you believe is a breach of this policy
2. Make contact with a responsible officer(s) from the applicable club(s) providing evidence of the content and outline what actions you would like to be taken as a result of reporting the breach.

The responsible officer(s) will then make a determination as to continue with an investigation of the report breach or not.

9. Investigation

Depending on the circumstances, breaches of this policy may be dealt with in accordance to the disciplinary procedure contained in the Gawler Central Sporting Club's Member Protection policies and/or affiliated clubs Code of Conduct. Where it is considered necessary, a breach of this social media policy may be reported to the police.

10. Related Policies

- Member Protection Policies:
 - Gawler Central Sporting Club
 - Gawler Central Football Club
 - Gawler Central Netball Club
 - Gawler Central Cricket Club
- Code of Conduct's:
 - Gawler Central Football Club
 - Gawler Central Netball Club
 - Gawler Central Cricket Club
- Gawler Central Sporting Club Constitution and By-Laws (cover affiliated clubs)

11. Other Considerations

There are some legal considerations that may be applicable but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- Charter of Human Rights and Responsibilities Act 2006
- Information Privacy Act 2000
- Equal opportunity laws
- Contempt of Court
- Gaming laws

The Gawler Central Sporting Club, and its affiliated clubs, is not liable for individual's comments and their responsibilities when contributing to any of our official social media accounts.