



# **VOLLEYBALL VICTORIA**

# **SOCIAL MEDIA POLICY**

**Board endorsed date: 8 September 2022**

**Commencement date: 9 September 2022**

**Policy to be reviewed: September 2023**



## 1. Background

This policy is intended to provide Volleyball Victoria's (VV) staff, Members, athletes, contractors and volunteers with a framework to guide their use of social media in a manner that is consistent with the organisation's mission. This policy applies to all parties (staff, Members and volunteers). VV expects its staff, Members and volunteers to use social media in accordance with this policy.

## 2. Definition

**Social media** is the collective of online communications channels which may be structured around or in conjunction with community-based input. These channels will generally allow users to participate in an online community which may or may not reflect an offline community through online collaboration, content sharing/viewing, and chat functions.

Social media channels can include but are not limited to:

1. Social networking sites like Facebook, LinkedIn and Google+;
2. Video and photo sharing sites such as YouTube, Flickr, Pinterest, Snapchat, Instagram, TikTok and Vimeo;
3. Biogs, including personal and corporate biogs such as Tumblr and Wordpress accounts;
4. Comments left on biogs hosted by media outlets e.g. smh.com.au;
5. Micro-blogging sites such as Twitter and Tumblr;
6. Wiki's and online collaborations;
7. Forums, discussion boards and groups such as Whirlpool;
8. Online multiplayer gaming platforms such as World of Warcraft;
9. Instant messaging including SMS and iMessage;
10. Online dating sites such as Tinder and RSVP;
11. Podcast and vodcast sites;
12. Geo-spacial tagging such as Foursquare; and
13. Livestreaming sites and apps such as Twitch and Periscope.

## 3. Scope

This Policy applies to VV staff, Members, and volunteers who represent VV, both in Australia and overseas. This includes, as far as practicable, suppliers, partners and contractors (in this policy **Social Media Users**).

The boundaries between a Member's profession, volunteer time and social life can often be blurred. It is therefore essential that VV 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 VV. Volleyball Victoria considers all Members of VV as its representatives.

## 4. GUIDING PRINCIPLES FOR SOCIAL MEDIA USE

For official and personal users of social media

Whenever Social Media Users are interacting on social media, in a professional or personal context, the following guiding principles should be considered and applied at all times.

Please note VV staff and members are also bound by the VV Code of Conduct, the National Integrity Framework including the Child Safeguarding Policy and Member Protection Policy.



A Social Media User should:

- a) Not criticise VV, sponsors, athletes, other organisations and their employees, volunteers or supporters, VV or its Member States or Clubs;
- b) Not harass, bully or intimidate or display any other form of inappropriate behaviour as per the VV Member Protection Policy (in particular Cyber Bullying);
- c) Not post content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, pornographic, sexist, that infringes on copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- d) Not defame any other person or entity;
- e) Not do anything that breaches their terms of employment or membership;
- f) Respond to others' opinions respectfully;
- g) Subject to VV policies and otherwise the consent of VV not use any VV intellectual property or imagery;
- h) Respond to others' opinions respectfully and acknowledge and correct mistakes promptly;
- i) Ensure that all information is accurate, not misleading and complies with all relevant laws, policies and terms of use;
- j) Only disclose and discuss approved and publicly available information and content (including videos, audio and images);
- k) Adhere to terms and use of the relevant social media platform/website, as well as VV policies;
- l) Not post content that might otherwise cause damage to the reputation of VV or bring it into disrepute;
- m) Disclose conflicts of interest where able
- n) Not directly express a political affiliation on an official account or a personal account clearly associated with VV activities;
- o) Not upload information of a confidential nature, especially in regard to VV's services or Members;
- p) Comply with all relevant laws including but not only privacy and defamation laws and laws relating to use and publication of intellectual property; and
- q) Not use VV IP in relation to any paid or unpaid promotion or endorsement of products or commercial entities including in kind services or gifts; unless in agreement with VV

In addition, a VV Staff Member should:

- a) Ensure that comments, posts, and responses from official VV accounts are true and accurate;
- b) Not conduct a private business through VV's social media presence;



- c) Not post content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, pornographic, sexist, that infringes on copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful.

## **USE OF VV INTELLECTUAL PROPERTY ON SOCIAL MEDIA**

When using social media for professional or personal pursuits, all VV members must respect the VV brand and follow the guidelines in place to ensure VV's Intellectual Property and its relationships with sponsor and stakeholders are not compromised and that the organisation is not brought into disrepute.

## **USE OF PHOTOGRAPHY ON SOCIAL MEDIA**

In summary, photos or video that may be interpreted as offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist or sexist must not be used in any way. VV reserves the right to remove any inappropriate images from official VV sites.

Copyright legislation must be adhered to at all times. If a photo or video does not belong to VV, permission should be obtained and appropriate recognition be given upon posting the content.

The consent of any individual must be sought before publishing a photo or video containing their image or that of their personal property. If photos or video includes a minor, consent must be provided by a parent or legal guardian.

Use of any official VV photo or video content on a personal social media account, without approval or authorisation is strictly prohibited.

## **PERMISSIONS**

VV may create social media accounts to engage with its members, supporters and general public. Any account which represents VV must be authorised and approved by VV Management. The account should identify itself as an official account representing VV.

## **PERSONAL USE OF SOCIAL MEDIA WHEN YOU CAN BE IDENTIFIED AS A VV MEMBER**

Personal use can be defined as the use of non-official VV social media accounts where the person can be identified as a VV Member.

Personal use is a matter for an individual user, however, individuals will be accountable for the consequences of their actions on social media if such actions contravene this policy and will be disciplined according to the policies and codes of conduct of VV and their individual employment or volunteer agreements.

## **NAMED AFFILIATIONS**

Accounts (be it a blog, webpage, twitter account, Facebook page etc) that are not official, but are set up by employees, volunteers or supporters of VV for personal reasons can have an affiliation to VV, so long as the following is undertaken:



1. It should not have the affiliation with VV as the primary identifier; and
2. It should include a prominent disclaimer that the opinions of the user are their own and do not represent those of VV.

For example, a staff member might include a bio similar to this:

*"Likes apples and fishing, interested in politics and the news, works for VV, opinions expressed are my own and not to be taken as an endorsement or representing the views of VV"*.

## **5. POLICY BREACH**

Misuse of social media can have serious consequences for VV, and consequently that misuse can have serious consequences in terms of disciplinary action for Social Media Users under this policy.

VV staff, members and volunteers must adhere to the terms of use of the relevant social media platform/website, as well as VV policies and their own organisations policies and legislative requirements.

The [Conduct and Disciplinary Policy](#) of VA applies to any Alleged Breach (as defined in the Conduct and Disciplinary Policy) of this policy.