



SOCIAL MEDIA POLICY

VERSION 1

2013

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1. Purpose.

Social media (see 2 below for definition) offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, Latrobe Valley Eight Ball Association recognises the benefits of social media as an important tool of engagement and enrichment for its members.

Latrobe Valley Eight Ball Association has a long history and is a highly respected Organisation. It is important that the Latrobe Valley Eight Ball Association's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their association with Latrobe Valley Eight Ball Association, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with Latrobe Valley Eight Ball Association's stated values and policies.

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 Latrobe Valley Eight Ball Association members where Latrobe Valley Eight Ball Association member makes no reference to the Latrobe Valley Eight Ball Association or related issues.

2. Scope.

This policy applies to Latrobe Valley Eight Ball Association members or any individual representing themselves or passing themselves off as being a member of Latrobe Valley Eight Ball Association.

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, Shutterfly, Twitter or MySpace);
- Content sharing includes Flickr (photo sharing) and YouTube (video sharing);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites or customer review sites;
- 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 members, colleagues, clients, sponsor or Latrobe Valley Eight Ball Association as an organisation.

3. Guiding Principles.

The web is not anonymous. Latrobe Valley Eight Ball Association members should assume that everything they write can be traced back to them.

Due to the unique nature of Latrobe Valley Eight Ball Association the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that 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 member or volunteer for Latrobe Valley Eight Ball Association. Latrobe Valley Eight Ball Association considers all members of Latrobe Valley Eight Ball Association are its representatives.

Honesty is always the best policy, especially online. It is important that Latrobe Valley Eight Ball Association members think of the web as a permanent record of online actions and opinions.

When using the Internet for professional or personal pursuits, all members must respect the Latrobe Valley Eight Ball Association brand and follow the guidelines in place to ensure Latrobe Valley Eight Ball Association's intellectual property or its relationships with sponsors and stakeholders is not compromised (see 5 below), or the organisation is brought into disrepute.

4. Usage.

For Latrobe Valley Eight Ball Association members 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 Latrobe Valley Eight Ball Association, its affiliates, partners or sponsors; and
- Must not bring the organisation or Eight Ball into disrepute.

Furthermore, Latrobe Valley Eight Ball Association members may not use the Latrobe Valley Eight Ball Association brand (see 5 below) 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 Latrobe Valley Eight Ball Association.

5. Branding and Intellectual Property (IP).

It is important that any trademarks belonging to Latrobe Valley Eight Ball Association or any member affiliate or club are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else.”). Trademarks include:

- Club, Member State or Territory Affiliate and Latrobe Valley Eight Ball Association logos;
- Images depicting Latrobe Valley Eight Ball Association Members, volunteers, players and/or equipment, except with the permission of those individuals;
- Other Latrobe Valley Eight Ball Association imagery.

6. Official Latrobe Valley Eight Ball Association Blogs, Social Pages and Online Forums.

When creating a new website, social networking page or forum for Member, Affiliate/League use, care should be taken to ensure the appropriate person at a member League level has given written consent to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of minor children may not be replicated on any site without the written permission of the child's parent and/or guardian.

For official Latrobe Valley Eight Ball Association 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;
- Latrobe Valley Eight Ball Association members must not use Latrobe Valley Eight Ball Association online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

7. Consideration towards others when using Social Networking Sites.

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Latrobe Valley Eight Ball Association members 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 Latrobe Valley Eight Ball Association event will not appear publicly on the Internet. In certain situations, Latrobe Valley Eight Ball Association members could potentially breach the privacy act or inadvertently make the Latrobe Valley Eight Ball Association liable for breach of copyright.

Latrobe Valley Eight Ball Association members 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 Latrobe Valley Eight Ball Association members online.

8. Breach of Policy.

Latrobe Valley Eight Ball Association its members, affiliates and clubs continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to the Latrobe Valley Eight Ball Association.

If detected, a breach of this policy may result in disciplinary action from Latrobe Valley Eight Ball Association. A breach of this policy may also amount to breaches of other Latrobe Valley Eight Ball Association policies. This may involve a verbal or written warning, monetary fines or suspension in accordance with Latrobe Valley Eight Ball Association's disciplinary regulations.

9. Consultation or Advice.

This policy has been developed to provide guidance for Latrobe Valley Eight Ball Association members in a new area of social interaction. Latrobe Valley Eight Ball Association members, who are unsure of their rights, liabilities or actions online and seek clarification, should contact Latrobe Valley Eight Ball Association's Project Officer.