

THE FOREST HILL FOOTBALL CLUB SOCIAL MEDIA

Applies to The Forest Hill Football Club	Version: 1
Specific responsibility: All members of the Forest Hill Football Club	Date approved: 17/01/17
	Next review date: 17/01/20

Policy context: This policy relates to appropriate behavior of all members of the Forest Hill Football club using Social Media,

POLICY STATEMENT

Social media provides an excellent opportunity for people to gather in online communities of shared interest and create, share or utilise the content. The interest and participation in social media is growing very quickly and Forest Hill Football Club sees social media as an important tool of engagement with members, sponsors and the community.

Forest Hill Football Club welcomes all comments on our social media channels, including, but not limited to, Facebook, Twitter, Instagram and YouTube. We invite you to utilise social media to promote Forest Hill's achievements and events, and we want to hear feedback and ideas from our members, supporters and sponsors about Forest Hill generally, our players, coaches, games, events and our achievements.

You are welcome to express your views, comments, ideas and insights about Forest Hill its games and activities. At the same time, you should show courtesy and respect to others and must not use our social media channels to abuse others, expose others to offensive or inappropriate content, or for any illegal purpose.

PROCEDURES

Acceptable Use

When using our social media channels, please ensure that you:

- Protect your personal privacy and that of others by not including personal information about yourself or others in your posts to our social media channels (for example, email addresses, private addresses or phone numbers);
- Represent your own views and not impersonate or falsely represent any other person;
- Keep your posts relevant to the Forest Hill Football Club;
- Are not abusive and do not harass or threaten others;
- Do not make defamatory or libellous comments;
- Do not use insulting, provocative or hateful language;
- Do not use obscene or offensive language;
- Do not post material that infringes the intellectual property rights of others;
- Do not post multiple versions of the same view or make excessive postings on a particular issue;
- Do not promote commercial interests in your posts;
- Do not include harmful or offensive internet addresses or links to websites, or any email addresses in your posts.

Participants may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another participant.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, participants who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube, Instagram or Twitter) may be liable for defamation

Right to Remove Posts and Block Offenders

Forest Hill Football Club has the right to enforce this Acceptable Use Policy at its discretion. Forest Hill Football Club administration may remove any posted messages that it considers to be in breach of this policy and will block repeat offenders.

Photographs

Photographs taken by the Forest Hill Football Club may be utilised for any legal/appropriate purpose whatsoever, including (but not by way of limitation) illustration, promotion, advertising, trade, etc. Such photographs may be published in any medium and may be labelled with the name of the person/s in the photograph and the event at which the photograph was taken.

When using photos on social media channels, please ensure that you:

- Avoid displaying personal information such as residential address, email address or telephone numbers if images are being posted on websites
- Only use appropriate images relevant to the sport or activity
- Reduce the ability for direct copying of pictures from a website to another source (i.e. disable the 'right mouse click' function).

DOCUMENTATION

Reviewing and approving this policy	
Review of policy	The Forest Hill Football Club Committee
Approving policy and policy changes	The Forest Hill Football Club President
Frequency	Every three years

Policy review and version tracking			
Review	Date Approved	Approved by	Next Review Due
1	17/01/16	The President FHFC	17/01/20