



Hills Football Incorporated Social Media Policy

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REVISION	DATE	Notes
1.0	22 Mar 2018	New document.
1.1	26 th Sep 2018	Inclusion of revision table and formatting.

Purpose

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member based organisation, HFI recognises the benefits of social media as an important tool of engagement and enrichment for our members.

It is important that the reputation of HFI, its affiliated clubs and the sport generally is not tarnished by anyone using social media tools inappropriately, particularly in the relation to any content that might reference HFI or its affiliated clubs.

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

The following guidelines apply to all HFI Employees, contractors, consultants, officers, directors, representatives and all players, coaches, referees and officials from the HFI Clubs.

Scope

This policy covers all forms of social media. Social media includes but is not limited to, activities such as:-

- Maintaining a profile page on social or business networking site (such as LinkedIn, Facebook, Shutter fly, Twitter, Instagram, Tumblr, or MySpace);
- Content sharing including Flickr (photo sharing) Drop Box (photo sharing) and YouTube (Video Sharing);
- Micro-blogging sites, such as Twitter
- Weblogs, including personal blogs or blogs hosted by traditional media publications.
- Leaving product or service reviews on retailers sites or customer review sites:
- Taking part in online votes and polls:
- Taking part in conversation on public and private web forums (message boards); or
- Editing a Wikipedia page.
- Any other web site that allow individual users or companies to use simple publishing tools.

This policy may be supplemented or amended or varied by HFI at any time in its absolute discretion.

General Principles

The web is not anonymous. HFI members, board and staff should assume that everything they write can be traced back to them.



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- Do not publish inappropriate comments, posts, videos or photos online.
- Be conscious that media outlets are monitoring Social Media Platforms and will report on anything of interest.
- Do not publish anything via a Social Media Platform that you are not prepared to share with the general public.
- Treat everything on a Social Media Platform as if you are being interviewed live on television (including when using Facebook, regardless of your privacy settings).

Policy

Members may post, blog, tweet or comment (including “like”) in Social Media Platforms provided that such communications are courteous, respectful and a factual account of that Member’s personal experience.

Members may not make any post, blog, tweet or comment (including “like”) in a Social Media Platform that in HFI reasonable opinion:

- Is abusive, offensive, inappropriate, defamatory, discriminatory or misleading or deceptive, illegal or of a nature that may bring HFI, the sport of football or themselves into disrepute.
- Discloses confidential or competitive information about HFI Team or opposition team or an event. If you require clarification about what HFI information is public domain, you should contact the HFI office.
- Discloses another individual’s personal information or is otherwise in breach of HFI Privacy Policy.
- Incorporates any intellectual property (including music, film or photographs) without the permission from the owner. For the avoidance of doubt, Team, Members are not permitted to use any intellectual property of HFI on any Social Media Platform, without the express proper written approval of HFI.
- Incorporates any visual footage of any kind from inside a match venue.
- Incorporates any interviews with, or stories about, another Member.
- Is inconsistent with the Terms of Use applicable to the Social Media Platform being used, Hills Football Social Media Policy Adopted 22 March 2018

Guidelines – Other Individuals

This section outlines the Associations rules on social media use that apply to a covered individual if they choose to make reference to any Club or HFI related issues or HFI Staff & Directors.

Covered individuals are required to:

- Ensure they do not imply in any way that they are authorised to speak on behalf of HFI or a Club.
- Be mindful during their use of social media of the importance of not damaging the reputation of the HFI, commercial interests and / or bringing the Club and/or HFI into disrepute.
- Disclose only publicly available information. A covered individual must not comment on or disclose confidential Club and/or HFI information (such information regarding unannounced events or financial information).
- Not include Club and/or HFI Logos or trademarks in your postings.
- Use a disclaimer to ensure that your stated views and opinions are understood to be your own and not those of the Club or HFI. A disclaimer is required when you:



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- Refer to work done by the Club and/or HFI
- Comment of any HFI issue or
- Provide a link to website related to a HFI issue related website
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including the Club, another Club or HFI, or their employees, contractors, partners, and./or other related individuals or organisations.
- Be respectful of all individuals and communities with which you interact online
- Be polite and respectful of others opinions, even in times of heated discussion and debate.

Breach of Policy

A breach of this policy will be considered a breach by you of your club or employment agreement with HFI. In addition to the disciplinary procedure set out in the Code of Conduct, HFI reserves the right to take any measure(s) it sees fit with respect to such breach, including the right to:

- Issue, or require the relevant Member or Club to issue, a corrective or other statement relating to the particular matter.
- Issue a “take down notice” requiring a Team Member or Club to take down a post, blog, tweet or comment on any Social Media Platform, in whole or part, within a specified time
- Issue a GPT notice.

HFI will regards failure to comply with a “take down notice” as a breach of this policy and you may be subject to Hills Footballs Grievance and Disciplinary Regulations found on the HFI Website.