



SOCIAL MEDIA POLICY

Policy number	0001	Version	1.0
Drafted by	Karen Burns	Approved by Committee on	21/03/2018
Responsible person	NLLC Committee	Scheduled review date	21/03/2020

INTRODUCTION

Social media such as Twitter, Facebook (page & groups), Instagram, SnapChat, Google+, YouTube and blogging represent a growing form of communication for sporting organisations, allowing them to engage their members and the wider public more easily than ever before.

However, it is also an area in which rules and boundaries are constantly being tested. This policy will guide members in order to maximise our social media reach while protecting our public reputation.

PURPOSE

Newport Ladies Lacrosse Club (NLLC) seeks to encourage information and link-sharing amongst its membership, volunteers and community, and seeks to utilise the expertise of its members in generating appropriate social media content.

At the same time, social media posts should be in keeping with the image NLLC wishes to present to the public, and posts made through its social media channels should not damage or jeopardise the club's reputation in any way.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures be reviewed at regular intervals.

CORE POLICY

NLLC's social media use shall be consistent with the following core values:

- **Respect:** NLLC will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other clubs, organisations, or individuals. In addition, it will post in accordance with the club's Privacy policy.
- **Trustworthy:** NLLC's social media represents the club as a whole and should seek to maintain a professional and uniform tone. Members and volunteers may, from time to time and as appropriate, post on behalf of NLLC using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- **Commitment:** NLLC encourages the sharing and reposting of online information that is relevant, appropriate to its aims and of interest to its members. Members and volunteers must exercise diligence when

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sharing information online to ensure there is no breach or potential breach of privacy or confidentiality.

NLLC should seek to grow its social media base and use this to engage with existing and potential members, sponsors and stakeholders. At the same time, a professional balance must be struck which avoids placing the club's reputation at risk.

AUTHORISATION

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21/03/2018



SOCIAL MEDIA PROCEDURES

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RESPONSIBILITIES

The Committee shall appoint a Communications Officer to co-ordinate Newport Ladies Lacrosse Club's (NLLC) social media management. This will usually be a committee member.

Members and volunteers may, from time to time and where appropriate, post on behalf of NLLC using the club's online social media profiles.

The Communications Officer has ultimate responsibility for:

- o Ensuring that all posts are in keeping with NLLC's core Social Media Policy.
- o Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimising the risk of a repeat incident.
- o Ensuring that the committee is advised immediately so that appropriate and timely action is taken in repairing relations with any persons or organisations offended by an inappropriate post.
- o Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic.

All members have responsibility to:

- o Ensure that any social media post made by an individual with an association to NLLC does not bring the club into disrepute (this includes photos with club branding, photos at club venues or at club functions and posts inferring a connection to the club).

It is important to maintain the balance between encouraging discussion and information sharing, and maintaining a professional and appropriate online presence.

PROCESSES

Posting to social media

Before social media posts are made on behalf of the club, members must ask themselves the following questions:

- o Is the information posted, or reposting, likely to be of interest to NLLC's members and stakeholders?
- o Is the information in keeping with the interests of the club and its constituted aims?
- o Could the post be construed as an attack on another individual, club, organisation or project?

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- Would NLLC's sponsors be happy to read the post?
- Is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- If reposting information, is the original poster an individual, club or organisation that NLLC would be happy to associate itself with?
- Is the tone and the content of the post in keeping with other posts made by NLLC? Does it maintain the club's overall tone?
- Would the post result in disclosure of confidential information?

If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with the Communications Officer. A few moments spent checking can save the organisation big problems in the future.

Damage limitation

In the event of a damaging or misleading post being made, the Communications Officer must be notified as soon as possible, and the following actions will occur:

- The offending post will be removed.
- Where necessary an apology by NLLC should be issued, either publicly or to the individual, club or organisation involved.
- The origin of the offending post should be explored and steps taken to prevent a similar incident occurring in the future.

Moderating social media

The reputation of NLLC is first and foremost, and this involves maintaining a safe and friendly environment for its members.

From time to time social media forums may be hijacked by trolls or spammers, or attract people who attack other posters or the club aggressively. In order to maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts contain one or more of the following, it is time to act:

- Offensive, socially unacceptable, sexually explicit or racially inappropriate material, swearing, religious vilification or other inappropriate communications.
- Defamatory, slanderous or aggressive attacks on NLLC, other individuals, clubs, organisations, projects or public figures
- Breach of data protection or privacy laws
- Breach of copyrighted material not within reasonable use, in the public domain, or available under Creative Commons license
- Repetitive advertisements
- Topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.

If a post appears only once:

- Remove the post as soon as possible
- If possible/appropriate, contact the poster privately to explain why you have removed the post and highlighting NLLC's posting guidelines.

If a poster continues to post inappropriate content, or if the post can be considered spam:

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- Remove the post as soon as possible
- Ban or block the poster to prevent them from posting again.

Banning and blocking should be used as a last resort only, and only when it is clear that the poster intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users.

The decision to block, ban and remove posts ultimately lies with the Communications Officer, but may, at their discretion, be delegated to other responsible committee members.

DISCIPLINARY ACTION

Failure to comply with this policy will result in disciplinary action. The disciplinary actions for Misconduct or Serious Misconduct will depend on the nature and seriousness of the conduct and other general factors relating to the person. The disciplinary action that may be taken will vary from case to case, depending on all of the particular circumstances.

Disciplinary action may include:

- informal warnings (these will be documented);
- formal warnings (verbal and/or written);
- referral to NLLC disciplinary committee;
- referral to Lacrosse Victoria

RELATED DOCUMENTS

- **Code of Conduct**
- **Privacy Policy**

AUTHORISATION

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