



ADELAIDE LUTHERAN SPORTS CLUB SOCIAL MEDIA POLICY

The Adelaide Lutheran Sports Club (“ALSC”) is committed to providing a safe environment for participation. As a member-based organisation, ALSC recognises the benefits of social media as an important tool of engagement and enrichment for its members. When a member clearly identifies their association with ALSC and/or discusses their involvement in the organisation through social media, they are expected to behave and express themselves appropriately, and in ways that are consistent with ALSC 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 ALSC members or volunteers where the ALSC member or volunteers makes no reference to ALSC or related issues.

1. Scope

This policy applies to ALSC members, volunteers or any individual representing themselves or passing themselves off as being a member of ALSC.

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 Facebook, Instagram, Snapchat, Twitter or LinkedIn);
- Content sharing include 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.

2. Guiding Principles

The web is not anonymous. ALSC members and volunteers should assume that everything they write can be traced back to them. 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 volunteer and/or member of ALSC. ALSC considers all members of ALSC are its representatives.

It is important that ALSC 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 ALSC brand and follow the guidelines in place to ensure ALSC's intellectual property or its relationships with sponsors and stakeholders is not compromised, or the organisation is brought into disrepute.

3. Usage

For ALSC members and volunteers 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 ALSC, its affiliates, partners or sponsors; and
- Must not bring the organisation or specific codes into disrepute.

Furthermore, ALSC members and volunteers may not use the ALSC brand 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 ALSC without express permission of the ALSC Board.

4. Branding & Intellectual Property

It is important that any intellectual property belonging to ALSC are not used in personal social media applications, except where such use can be considered incidental.

Intellectual property includes, but is not limited to:

- Club logos, and slogans;
- Images depicting ALSC volunteers, except with the permission of those individuals;
- Other ALSC imagery including banners or the official ALSC uniforms.

5. ALSC Social Media Forums

When creating a new website, social networking page or forum for volunteers or club member use, care should be taken to ensure the ALSC Board 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 ALSC blogs, social pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content;
- ALSC volunteers must not use ALSC online pages to promote personal projects without the express consent of the ALSC Board; and



- All materials published or used must respect the copyright of third parties.

6. Consideration of Others

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

7. Non-Compliance

The ALSC will take action for breaches of behaviour and responsibilities outlined in this policy.

ALSC continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to members of the ALSC Board.

If detected, a breach of this policy may result in disciplinary action from ALSC. A breach of this policy may also amount to breaches of other ALSC policies. For volunteers this may involve a verbal or written warning or in serious cases, termination of your association or engagement with ALSC.

8. Consultation or Advice

This policy has been developed to provide guidance for ALSC members and volunteers. ALSC members or volunteers, who are unsure of their rights, liabilities or actions online and need to seek clarification, should contact the ALSC Board.