



Social Media Policy

1. Purpose

Social media (see Section 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, Volleyball ACT (VACT) recognises the benefits of social media as an important tool of engagement and enrichment for its members.

It is important that VACT'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 VACT, 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 VACT'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 VACT members where the VACT member makes no reference to VACT or related issues.

2. Scope

This policy applies to all VACT members, staff and volunteers.

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, Twitter or MySpace);
- Content sharing including Flickr (photo sharing) and YouTube (video sharing);
- Commenting on blogs for personal or business reasons;
- 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, staff, volunteers, sponsors or VACT as an organisation.

3. Guiding Principles

The web is not anonymous. VACT members should assume that everything they write can be traced back to them. Honesty is always the best policy, especially online. It is important that VACT members think of the web as a permanent record of their online actions and opinions.

When using the Internet for professional or personal pursuits, all members must respect the VACT brand to ensure VACT's intellectual property and its relationships with sponsors and stakeholders is not compromised, or the organisation is brought into disrepute.



Furthermore, VACT members may not use the VACT brand to endorse or promote any product, opinion, or cause without prior consent; 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 VACT.

4. Usage

For VACT members using social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content related to VACT or its members.
- Must not publish information that is confidential or in any way sensitive to VACT, its clubs, members, partners or sponsors; and
- Must not bring the organisation or volleyball into disrepute.

5. Consideration towards others when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. VACT members must recognise that it may not always be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private VACT event will not appear publicly on the Internet. VACT members should be considerate to others in such circumstance and should not post information when they have been asked not to and 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 VACT members or staff online.

6. Breach of Policy

VACT monitors all online activity in relation to the organisation and its members on official VACT platforms. Detected breaches of this policy on externally controlled platforms should be reported to VACT.

If detected, a breach of this policy may result in disciplinary action from VACT. A breach of this policy may also amount to breaches of other VACT policies. This may involve a verbal or written warning or in serious cases, termination of membership with VACT. VACT members may be disciplined in accordance with VACT disciplinary regulations.

7. Consultation or Advice

This policy has been developed to provide guidance for VACT members in a new era of social interaction. VACT members who are unsure of their rights, liabilities or actions online should seek clarification from the VACT General Manager.