



SOCIAL MEDIA POLICY

Policy overview and purpose

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to the University of Queensland Canoe Club.

This policy contains University of Queensland Canoe Club guidelines for the University of Queensland Canoe Club community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

Underlying principles

This policy complements University of Queensland Canoe Club's:

- Constitution
- Rules
- Code of Conduct

The club committee is responsible for all matters related to this policy.

Coverage

This policy applies to all persons who are involved with the activities of University of Queensland Canoe Club, whether they are in a paid or unpaid/voluntary capacity and including:

- All members, including life members of University of Queensland Canoe Club
- Persons appointed or elected to committees and sub-committees
- Employees of University of Queensland Canoe Club
- Club leaders, instructors, coaches and trainers
- Participants in activities
- Referees, umpires and other officials

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing University of Queensland Canoe Club on social media; and
2. if you are posting content on social media in relation to University of Queensland Canoe Club that might affect University of Queensland Canoe Club's activities, services, events, affiliates, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to University of Queensland Canoe Club or its activities, services, competitions, teams, participants, events, affiliates, sponsors, members or reputation.

However, any misuse by you of social media in a manner that does not directly refer to University of Queensland Canoe Club may still be regulated by other policies, rules or regulations of University of Queensland Canoe Club.

Using social media in an official capacity

You must be authorised by the University of Queensland Canoe Club Committee before engaging in social media as a representative of University of Queensland Canoe Club.

To become authorised to represent University of Queensland Canoe Club in an official capacity, you must have the approval from the club's committee (in meeting minutes) and have reviewed the government safety resource - <https://esafety.gov.au/esafety-information/games-apps-and-social-networking>.

Security

Access to club social media sites is controlled ultimately by the club committee. Only authorised official club representatives should have passwords and administration rights, and these should never be communicated to anyone else without prior authorisation by the club committee (meeting minutes). Where possible social media site access should be set up using club email addresses rather than personal email addresses.

As a part of University of Queensland Canoe Club's community, you are an extension of the University of Queensland Canoe Club, UQ Sport, and the University of Queensland's brand.

As such, the boundaries between when you are representing yourself and when you are representing University of Queensland Canoe Club can often be blurred. This becomes even more of an issue as you increase your profile or position within University of Queensland Canoe Club. Therefore, it is important that you represent both yourself and University of Queensland Canoe Club appropriately online at all times.

Purpose

The primary use of social media is to promote the University of Queensland Canoe Club, and its activities. This includes drawing attention of members to club events posted on the club's website and posting pictures and reports of events. Details of events and registration should be posted only on the club website, with other social media such as Facebook and Emails alerting and directing members to these posts.

Guidelines

You must adhere to the following guidelines when using social media related to University of Queensland Canoe Club or its activities, competitions, teams, participants, services, events, affiliates, sponsors, members or reputation.

Use common sense

Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for University of Queensland Canoe Club.

Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. The club recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of University of Queensland Canoe Club) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

Reasonable use

If you are a member of the University of Queensland Canoe Club, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of the University of Queensland Canoe Club's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of the club. Some members have requested additional privacy. Leaders should check these requests prior to posting. Although the club seeks consent to publishing photos when members join, if a member is featured prominently in an image or post, they should be consulted regarding the content, prior to the post.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by University of Queensland Canoe Club, it is perfectly acceptable to talk about University of Queensland Canoe Club and have a dialogue with the community, but it is not okay to publish confidential information of University of Queensland Canoe Club. Confidential information includes things such as details about litigation, unreleased information and unpublished details about our activities.

When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so in a timely manner.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person. Although permission is sought when members join the club, prior permission of individual posts should be sought from individuals where they feature prominently in them.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents, controversial behaviour, or that may be easily misused out of context.

In every instance, you need to have consent of the owner of copyright in the image.

Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and University of Queensland Canoe Club's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

Discrimination, sexual harassment and bullying

The public in general, and University of Queensland Canoe Club's members, reflect a diverse set of cultures, customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media, you may also be bound by University of Queensland Canoe Club's rules and code of conduct.

Within the scope of your authorisation by University of Queensland Canoe Club, if you see misrepresentations made about University of Queensland Canoe Club in the media, you may point that out to the relevant authority in the club. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Dealing with mistakes

If the club makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses the club of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately, bring it to the club committee's attention, and if necessary, seek legal advice.

Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

Branding and intellectual property of the University of Queensland Canoe Club

You must not use any of University of Queensland Canoe Club's intellectual property or imagery on your personal social media without prior approval from the club's committee.

The University of Queensland Canoe Club's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on University of Queensland Canoe Club official social media sites or website.
- Activity and event plans

You must not create either an official or unofficial University of Queensland Canoe Club presence using the organisation's trademarks or name without prior written approval from University of Queensland Canoe Club Committee.

You must not imply that you are authorised to speak on behalf of the club unless you have been given official authorisation to do so by the club committee.

Where permission has been granted to create or administer an official social media presence for University of Queensland Canoe Club, you must adhere to the University of Queensland Canoe Club rules and code of conduct.

Policy breaches

Breaches of this policy include but are not limited to:

- Using University of Queensland Canoe Club's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of University of Queensland Canoe Club's code of conduct and rules covering anti-discrimination, racial discrimination, or sexual harassment.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing University of Queensland Canoe Club, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Reporting a breach

If you notice inappropriate or unlawful content online relating to University of Queensland Canoe Club or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Email the club committee with details and links.

Further information about reporting breaches:

- For a complaint about the misuse of social media relating to a match or competition that occurs either prior to, during, or after a game; refer to the club's complaints and grievance procedures.
- For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular game; refer to the club's complaints and grievance procedures.

Investigation

Alleged breaches of this social media policy may be investigated according to University of Queensland Canoe Club's rules, code of conduct and constitution.

Where it is considered necessary, University of Queensland Canoe Club may report a breach of this social media policy UQ Sport, the University of Queensland and/or to the police.

Disciplinary process, consequences and appeals

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the University of Queensland Canoe Club's Constitution.

Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal as detailed in the club's constitution.

Related policies

- Code of Conduct
- Club Rules
- Club constitution, including grievance procedures

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trademark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court