



HVFC 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, Happy Valley Football Club(HVFC) recognises the benefits of social media as an important tool of engagement and enrichment for its members.

It is important that HVFC's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the Club.

When someone clearly identifies their association with HVFC, and/or discusses their involvement in the Club in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with HVFC'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 HVFC members where the HVFC member makes no reference to HVFC or related issues.

2. Scope

This policy applies to all HVFC members, players and committee.

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

- . Maintaining a profile page on social or business networking sites(such as Facebook, Twitter, LinkedIn, Instagram or My Space etc);
- . Content sharing including Flickr(photo sharing) and You Tube (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);
- . Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect members, players, committee, sponsors or HVFC.

3. Guiding Principles

The web is not anonymous; HVFC 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 HVFC 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 HVFC brand to ensure HVFC's intellectual property and its relationships with sponsors and associated persons is not compromised, or the Club is brought into disrepute.

Furthermore, HVFC members may not use the HVFC 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 HVFC.

4. Usage

For HVFC members using social media, such use:

- . Must not contain, or link to, libellous, defamatory or harassing content related to HVFC or its members.
- . Must not publish information that is confidential or in anyway sensitive to HVFC, members or sponsors.

. Must not bring the Club 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. HVFC 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 HVFC event will not appear publicly on the internet. HVFC 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 HVFC members or committees online.

6. Breach of Policy

HVFC monitors all online activity in relation to the Club and its members on official HVFC platforms. Detected breaches of this policy on externally controlled platforms should be reported to the Executive via the Secretary to HVFC.

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

7. Consultation or Advice

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

Created July 2014

Reviewed January 17, 2016

Next review January 2018