
Hills Hornets Touch Football Social Media Policy



Proposed for inclusion to the Constitution
6 March 2013

Web: www.hillshornetstouch.com

USE OF SOCIAL MEDIA

HH recognises that Social Media is an important part of the way Members communicate. HH actively encourages Members to participate in Social Media and share their experiences.

However, HH's public reputation is valuable and so are the reputations of HH's Members, sponsors and stakeholders, so HH prohibits Social Media communication that is defamatory, obscene, proprietary, misrepresentative of HH or for commercial purposes. HH has developed this Bylaw to promote and encourage appropriate use of Social Media by its Members.

BACKGROUND PROVISIONS

1. The Executive of Hills Hornets (HH) proposes the adoption this Social Media Bylaw (**Bylaw**) on 6 March 2013 under rule 6.1 of the constitution of HH (**Constitution**).
2. Under rule 6.2 of the Constitution, this Bylaw binds all members of HH (**Members**). This Bylaw may be amended from time to time.
3. This Bylaw deals with the use of Social Media by Members as it impacts upon HH, Members, the sport of Touch Football, the governing bodies and sponsors and stakeholders of HH.
4. Unless the context otherwise requires, the terms used in this Bylaw shall have the same meaning as in the Constitution and this document is to be read in conjunction with (and subject to) the Constitution.
5. **Social Media** in this Policy refers to interactive electronic forums or online media where people are communicating, posting, participating, sharing, networking, bookmarking and mashing. For the purposes of this Bylaw, Social Media extend to:
 - a) Material communicated electronically, whether written, photographic, video, or audio, which is accessible by more than the Member alone;
 - b) Facebook, Youtube, Twitter, MySpace, Foursquare, LinkedIn, Wikipedia, Flickr and related domains;
 - c) Blogs; social networking sites; instant messaging; social bookmarking, media sharing and collaborative editing websites;
 - d) Any other forum which might be classified reasonably as social media as that term is generally understood; and
 - e) Any other forum for public comment.

PROHIBITIONS

6. When using Social Media, a Member must not:
 - a) Abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose;
 - b) Impersonate or falsely represent any other person, including HH or another Member;

- c) Abuse, harass or threaten any other person, including HH or another Member;
- d) Make defamatory or libellous comments;
- e) Use obscene, offensive, insulting, provocative or hateful language;
- f) Post material that infringes the intellectual property rights of others;
- g) Intrude upon the privacy of other Members of HH without the consent of such Members;
- h) Interfere with the conduct of any event run by HH or with the role and responsibilities of HH;
- i) Violate security measures instituted at any HH facility;
- j) Comment in a way that may be construed as harming the reputation of him or herself, another Member, or HH, including its sponsors and stakeholders;

On HH's Social Media platforms:

- k) Make excessive postings on a particular issue or post multiple versions of the same opinion or information on Social Media platforms operated by HH;
- l) Promote commercial interests in Social Media platforms operated by HH; or
- m) Post internet addresses, links to websites, email addresses or other personal information on Social Media platforms operated by HH.

CONSEQUENCES - DISCIPLINARY ACTION OR REMOVAL

7. In circumstances of a breach or suspected breach of this Bylaw, HH may:
 - a) Make a necessary public comment such as a correction, clarification, contradiction or apology;
 - b) Issue a formal warning;
 - c) Report any breach of any law to any local authority or wronged party;
 - d) Take any disciplinary action available to it under the Constitution or any Bylaw made under the Constitution; or
 - e) Exercise any of its available rights at law.
8. Expressly, HH reserves the right to take any action, including dealing directly with Social Media providers, to remove any posted material that it considers to be in breach of this Bylaw.

RESPONSIBILITY AND LIABILITY

9. If a Member makes public comment, whether using Social Media or some other forum, the Member is solely responsible for that comment. Members should make it clear that the views expressed are their own.

10. Members who communicate their opinions and any other materials on Social Media do so at their own risk. A Member may be held personally liable for any commentary and/or material which may be defamatory, obscene or proprietary.
11. HH encourages Members to report any use of Social Media which is likely to harm HH's reputation.

PRIVACY

12. HH may record any information posted to Social Media platforms operated by HH and may use that information for the purpose of administering such Social Media platforms or any other purpose consistent with HH's objects.
13. HH strongly recommends that all Members protect their own personal privacy by not including personal information in Social Media communications (for example, email addresses, residential addresses or phone numbers).