

Social Media Policy, effective Tuesday 14 August 2012

Intent

To foster SUSF staff, Club officials, volunteer and Club members participation in social media whilst setting down the minimum standards regarding such participation.

Scope

SUSF staff (permanent, fixed and casual), SUSF volunteers, Club officials and Club members.

Definitions

SUSF Stakeholders include but are not limited to: SUSF directors, SUSF managers, SUSF Management Committee, SUSF staff members, SUSF Club officials and volunteers, SUSF sponsors, SUSF members, staff and students of the University of Sydney, SUSF business partners, SUSF clients, SUSF competitors or sporting team competitors, match officials and referees.

Social media is an umbrella term to describe online spaces where you can connect with other people and produce and share content. It includes but is not limited to:

- Social networking sites e.g. Facebook, MySpace, Friendster;
- Video and photo sharing websites e.g. Flickr, YouTube;
- Micro-blogging sites e.g. Twitter;
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications such as smh.com.au;
- Forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups; and
- Online encyclopedias such as Wikipedia and any other websites that allow individual users or companies to use simple publishing tools.

SUSF has a Facebook page and Twitter account which are both updated regularly on a weekly basis, informing community members, staff, students and athletes on the sporting achievements of SUSF athletes and teams, in addition to various other information.

<http://www.facebook.com/pages/Sydney-Uni-Sport-and-Fitness/62498168152>

<http://twitter.com/SydUniSportFit#>

Policy: Use of social media channels

When participating within the online social media community both on a personal basis and as part of SUSF or an SUSF Club network or site, SUSF staff, Club officials and Club members must adhere to these guidelines to protect all stakeholders.

- Ensure that personal comments do not bring SUSF or any of its stakeholders into disrepute;
- Not disparage SUSF or its stakeholders when participating in social media networks;
- Not imply that any personal comments are endorsed in any way by SUSF or an SUSF Club;

Social Media Policy, effective Tuesday 14 August 2012

- Not disclose confidential information obtained through employment with SUSF or Club activities;
- Not participate in social media networks in such a way that harasses, defames, discriminates or treats unfairly or inappropriately any stakeholder of SUSF;
- Not speak for or post images on behalf of or related to SUSF business operations, marketing campaigns, facilities, membership, athletes or media coverage without the express prior written approval of the Marketing & Membership Manager; and
- Not use the SUSF logo or trademark without the express prior written approval of the Executive Director.

Breach of Policy

Clubs will be held responsible for all content posted on Club websites and may be required to reimburse SUSF for any costs associated with a breach of this policy.

Failure by any staff member to comply with this policy may result in disciplinary action.