

## SOCIAL MEDIA

### Definition

Social media may include, but is not limited to:

- social networking sites, for example Facebook, LinkedIn, Yammer
- video and photo sharing websites, for example Flickr, Instagram, YouTube, SnapChat
- blogs, including corporate blogs and personal blogs, for example SharePoint
- blogs hosted by media outlets, for example comments or 'your say' feature
- micro-blogging, for example Twitter
- wikis and online collaborations, for example Wikipedia
- forums, discussion boards and groups, for example, Skype for Business, Google groups, Whirlpool
- VOD and podcasting, for example SoundCloud
- online multiplayer gaming platforms, for example World of Warcraft, Second Life
- instant messaging, including SMS
- geo-spatial tagging, Foursquare, Facebook check-in

### Associated Policies

Other club policies associated with and linked to this policy include:

[POLICY 1: CODE OF CONDUCT](#)

[SERIOUS MISCONDUCT](#)

[DISCIPLINARY PROCESS](#)

[COMPLIANCE TRAINING](#)

### Business Use

- a. No one in [Scope 10.1](#) is to engage in Social Media as a representative or on behalf of the club unless they first obtain the club's written approval.
- b. If any in [Scope 10.1](#) is directed to contribute to or participate in any form of Social Media related work, they are to act in a professional manner at all times and in the best interests of the club.
- c. All those in [Scope 10.1](#) must ensure they do not communicate any of the following on any social or business networking sites, web-based forums or message boards, or other internet sites:
  - i. Confidential information relating to the club, including but not limited to its clients, business partners or suppliers;
  - ii. Material that violates the privacy or publicity rights of another party; and/or
  - iii. Information, (regardless of whether it is confidential or public knowledge), about clients, business partners or suppliers of the club without their prior authorisation or approval to do so;
  - iv. Information, (regardless of whether it is confidential or public knowledge), about the playing group without their prior authorisation or approval to do so.

### Personal Use

The club acknowledges that employees have the right to contribute content to public communications on websites, blogs and business or social networking sites that are not related to or managed by the club. However, it is important for all employees to be aware that content published on social media is often publicly available, even on personal accounts.

However, all those in [Scope 10.1](#) must not publish any material, in any form, which identifies themselves as being associated with the club or its clients, business partners or suppliers. This includes but is not limited to Facebook, Twitter, Instagram, blogs and job boards. LinkedIn may be utilised provided all terms and guidelines under this policy are complied with.

As such, it is important for all those in Scope to ensure:

- Personal accounts have appropriate privacy settings in place.
- They are mindful that public behaviour that is linked to the workplace is still bound by the club's policies and procedures – even outside work hours. This includes but is not limited to being linked to work colleagues on social media, for example, being 'friends' on Facebook.
- They don't make comments that are obscene, defamatory, threatening, harassing, discriminatory or hateful to or about your work, work colleagues or about another person or entity.

### Appropriate and Inappropriate Use

Examples of Appropriate use of social media include but are not limited to:

- a. You 'like' and 'share' an official club post on Facebook or Twitter.
- b. Posting a respectable photo of yourself with the Premiership Cup on Instagram.
- c. Creating a LinkedIn profile for professional purposes, and use the platform to read and post business articles that do not negatively impact the club.
- d. Creating a personal blog that does not refer to the club or impact the reputation of the club.

Example of Inappropriate use of social media include but are not limited to:

- a. Taking a photo of a colleague, making insulting or inappropriate comments and sharing it on SnapChat.
- b. Bullying or harassing a colleague on Facebook, regardless of whether you are in or out of the workplace at the time.
- c. Posting information or comments about any members of the club playing group.
- d. Using social media for an excessive amount of time during business hours.
- e. Publish that you work at the club on any social platform, when your profile contains inappropriate photos, posts or comments that do not represent the club.

### Common Sense areas to consider:

- Whether you decide to be linked to work colleagues through social media. Remember, if they see what you have published, it can be made public.
- Headline rule: what would this look like if it ended up on the front of the newspaper?
- If in doubt, don't do it, or check with the Communications department first.
- Nothing ever disappears from the internet.
- Posting on social media is not the same as talking to your friends. It has a far broader reach.