

Volleyball South Africa Social Media Policy

1. Introduction

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member based organisation, Volleyball South Africa (VSA) recognises the benefits of social media as an important tool of engagement and enrichment for its members.

VSA, its Provincial and associate members have long histories and are highly respected organisations. It is important that Volleyball's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation. When someone clearly identifies their association with VSA, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with VSA's stated values and policies.

2. Purpose

This policy aims to provide some guiding principles to follow when using social media. The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors or VSA as an organisation and bring the organisation into disrepute.

3. Scope

This policy applies to VSA members, staff, coaches, athletes, officials, volunteers or any individual representing themselves or passing themselves off as being a member of VSA.

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

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Instagram, Shutterfly, Twitter or MySpace);
- Content sharing include Flickr (photo sharing) and YouTube (video sharing);
- Commenting on blogs for personal or business reasons;
- Personal and corporate websites
- Leaving product or service reviews on retailer sites, or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards); or
- Taking part in conversations on public and private web forums (message boards); or Editing a Wikipedia page.

4. Guiding Principles

The web is not anonymous. VSA members, volunteers and staff should assume that

everything they write can be traced back to them. Honesty is always the best policy, especially online. It is important that VSA members think of the web as a permanent record of online actions and opinions. Due to the unique nature of volleyball in South Africa, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think or say in their capacity as a volunteer for VSA. VSA considers all members of VSA are its representatives. When using the Internet for professional or personal pursuits, all members must respect Volleyball South Africa and its Provincial affiliates intellectual property and follow the guidelines in place to ensure VSA's intellectual property or its relationships with sponsors and stakeholders is not compromised), or the organisation is brought into disrepute.

4.1 Usage For VSA members and staff using social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
- Must not comment on, or publish, information that is confidential or in any way sensitive to VSA, its affiliates, partners or sponsors; and
- Must not bring VSA into disrepute.
- For VSA staff using social media, such use must not interfere with work commitments. VSA members and staff may not use the VSA brand (see 5.0 below) to endorse or promote any product, opinion, cause or political candidate unless directed as part of their role; 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 VSA.

4.2. Branding and Intellectual Property (IP) It is important that any trademarks belonging to VSA or Provincial

affiliates are not used in personal social media applications, except where such use can be considered incidental or permission has explicitly been given – (where incidental is taken to mean “happening in subordinate conjunction with something else.”). Trademarks include:

- Provincial affiliates and VSA logos;
- The “One Sport Two Disciplines, One Future”, or any other associated slogans;

4.3 Official Volleyball blogs, social pages and online forums

when creating a new website, social networking page or forum for staff/club member use, care should be taken to ensure the appropriate person at a club/state/national level has given written consent to create the page or forum. VSA will keep a record of such permissions. Similarly, appropriate permissions must be obtained for the use of logos or images. Images of minor children may not be replicated on any site without the written permission of the child's parent and/or guardian. For official VSA blogs, social pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content;
- Some hosted sites may sell the right to advertise on their sites through ‘pop up’ content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the ‘pop up’ content cannot be controlled;

- VSA employees must not use VSA online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

4.4 Consideration towards others when using social networking sites Social networking sites allow photographs, videos and comments to be shared with thousands of other users. VSA members and staff must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private volleyball event will not appear publicly on the Internet unless permission is given. In certain situations, VSA members or staff could potentially breach the privacy act or inadvertently make VSA liable for breach of copyright.

VSA members or staff should be considerate to others in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. 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 VSA members or staff online.

5. Breach of Policy VSA, Provincial affiliates continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to VSA.

If detected, a breach of this policy may result in disciplinary action from VSA. A breach of this policy may also amount to breaches of other VSA policies. This may involve a verbal or written warning or in serious cases, termination of your employment or engagement with VSA.

VSA members may be disciplined in accordance with VSA disciplinary regulations as set out in the Member Protection policy.

6. Consultation or Advice

This policy has been developed to provide guidance for VSA members and staff in a new area of social interaction. VSA members or staff who are unsure of their rights, liabilities or actions online and seek clarification, should contact the VSA Communications and IT Manager.