

Social Media Policy

Hillmorton Football Club recognises the importance of the Internet in shaping the public's perception of our organisation. Hillmorton Football Club also recognises the importance of our Committee members, coaches and volunteers in leading and setting the tone of social media interactions in a manner that advances Hillmorton Football Club.

Applicability

This Social Media Policy applies to all committee members, coaches and volunteers. This Social Media Policy applies to all social media content posted by Hillmorton Football Club Members in their professional and personal capacity to the extent such content is related to Hillmorton Football Club.

Aspirations

Hillmorton Football Club strives to create a positive and inclusive organisation that is dedicated to helping young athletes reach their potential. In furtherance of this goal, Hillmorton Football Club aspires to engage members of the Hillmorton community in positive, honest, transparent, and knowledgeable dialogue about Hillmorton Football Club through social media. Hillmorton Football Club views social media as an important tool for communicating its successes and opportunities for athletic and individual development. Hillmorton Football Club also views social media as a platform for receiving constructive feedback from the community and for discussing Hillmorton Football Club's challenges and opportunities for improvement in a positive and constructive way.

Guidelines

All Hillmorton Football Club Members shall abide by the following guidelines when using social media:

1. Be positive and respectful, and always take the high road. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, ask Hillmorton Football Club senior committee member for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on Hillmorton Football Club.
2. Do not post content that would harm Hillmorton Football Club or damage Hillmorton Football Club's reputation. Remember that even while you are on your own personal time, you are a representative of Hillmorton Football Club, and people may interpret your online postings or social interactions as though they were official Hillmorton Football Club statements.

3. Use good judgment when posting comments on any official Hillmorton Football Club sites. Bear in mind that your comments can create liability for Hillmorton Football Club. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the senior committee members.
4. Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, "Would I want to see this published in the newspaper tomorrow or ten years from now?" If the answer is "no," do not post.
5. Encourage others to engage in positive interactions on social media. If you are concerned about any Hillmorton Football Club Member's use of social media, please bring your concerns to the attention of your sport coordinator or a member of the Hillmorton Football Club senior committee member.
6. Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) should not be disclosed in any manner on official Hillmorton Football Club social networking sites.

Violations of the Social Media Policy

The Hillmorton Football Club senior committee members shall have the authority to monitor and enforce this Social Media Policy. The Hillmorton Football Club senior committee members shall have the authority to remove any inappropriate or offensive comments from official Hillmorton Football Club sites and to block any individual or organisation from posting on any official Hillmorton Football Club social media platform if they determine, in their sole discretion, that such removal or block is in the best interests of Hillmorton Football Club.

The failure of any Hillmorton Football Club Member to adhere to this Social Media Policy shall be considered against Hillmorton Football Club's Code of Conduct, and any Hillmorton Football Club Member who fails to adhere to this Social Media Policy shall be subject to disciplinary action, up to and including termination of such individual's involvement in Hillmorton Football Club, in accordance with the Hillmorton Football Club Disciplinary Procedures.