



# Social Media Policy

## Policy overview and purpose

This policy has been developed to inform all visitors of the West Sydney Wolves Sports Association of their responsibilities and obligations in relation to social media activity. This policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

## Underlying principles

This policy is developed to assist in ensuring that the West Sydney Wolves Sports Association is an environment that is free from bullying and harassment, and where all visiting patrons and staff can embrace our core values of openness, trust, integrity and the wellbeing of all.

## Coverage

This policy applies to all persons who are visiting, paid or unpaid/voluntary employment or for all matters involving or relating to the West Sydney Wolves Sports Association and its activities including but not limited to:

- All members or visitors to West Sydney Wolves Sports Association venues
- Management and employees of West Sydney Wolves Sports Association
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- Support personnel including managers, physiotherapists, psychologists, sport trainers and others
- Coaches and assistant coaches
- Athletes
- Referees, umpires and other officials
- Any person within the venue either associated or otherwise with the venue.

## Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites,
- Video and photo sharing websites
- Blogs and micro-blogging platforms
- Review sites
- Live broadcasting apps
- Podcasting
- Geo-spatial tagging
- Online encyclopaedias



- Instant messaging
- Online multiplayer gaming platforms
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media to post content in relation to the West Sydney Wolves Sports Association or West Sydney Wolves Sports Association activities that might affect the above-mentioned entities business, products, services, events, sponsors, members or reputation.

**NOTE:** This policy does not apply to the personal use of social media where it is not related to or there is no reference or inference to the abovementioned entities or its business competitions, teams, participants, products, services, events, sponsors, members, or reputation or activities associated with those entities.

## Using social media in an official capacity

You must be authorised by Management of West Sydney Wolves Sports Association before engaging in social media as a representative of West Sydney Wolves Sports Association.

Employees of West Sydney Wolves Sports Association or any related entities, must ensure that comments relating to its business competitions, teams, participants, products, services, events, sponsors, members, or reputation or activities associated with those entities within your personal use of social media does not breach this policy regardless of the privacy status of the media.

When using social media, you must maintain the privacy of West Sydney Wolves Sports Association confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of West Sydney Wolves Sports Association.

Policy review date - June 2023