

Social Media Policy



The Greatest Game of All

This policy assists to establish a culture of openness, trust and integrity in all online activities.

Purpose

To inform **our employees** about using social media so you feel enabled to participate while being mindful of your responsibilities and obligations.

Policy Elements

1. 'Social Media' applies to platforms including but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc.)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc.)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc.)
- Review sites (e.g. Yelp, Urban Spoon, etc.)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc.)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc.)
- Geo-spatial tagging (e.g. Foursquare, etc.)
- Online encyclopedias (e.g. Wikipedia, etc.)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc.)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc.)
- 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.

It doesn't apply to the personal use of social media where it's not related to or there's no reference to Queensland Rugby League or our employees, partners, affiliates or reputation.

2. Common sense, privacy, honesty & disclaimers

- Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.
- When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for QRL and the game.
- Be smart about protecting yourself and your privacy. When posting content online there is potential for content to become publicly available, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see.
- Honesty (or dishonesty) may be quickly noticed in the social media environment. Don't say anything dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. It is recommended to err on the side of caution – if in doubt, do not post or upload.
- Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have. If you have a personal stake in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.
- The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.
- Wherever practical, include a disclaimer stating who you work for or are affiliated with (e.g. member of club) and that anything you publish is your opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

3. Reasonable use

- Ensure that your personal use of social media doesn't interfere with your work commitments or productivity.

4. Respect confidentiality & sensitivity

- When using social media, you must maintain the privacy of QRL & our partners and affiliates. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of the organisation.
- Remember, if you are online, you are on the record—much of the content posted online is public and searchable. Within the scope of your authorisation by QRL, it is perfectly acceptable to talk about the organisation and have a dialogue with the community, but it is not okay to publish confidential information. Confidential information

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includes things such as details about litigation, unreleased product information and unpublished details about team selections, coaching practices, financial information etc.

- When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.
- Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.
- You must obtain express permission from an individual to use a direct, clearly identifiable image of that person. You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents, or controversial behaviour. In every instance, you need to have consent of the owner of copyright in the image.

5. Complying with legislation, QRL policies & QRL Beliefs

- Don't post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.
- It's critical that you comply with the laws governing copyright in relation to material owned by others. You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.
- The public in general reflect a diverse set of customs, values, and points of view. You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist, or otherwise inappropriate. When using social media, you may also be bound by QRL's Beliefs, Code of Conduct & Discrimination, Bullying & Sexual Harassment policy.

6. Dealing with inaccuracies or mistakes

- Within the scope of your authorisation by QRL, if you see misrepresentations made in the media, you may point that out to the relevant QRL authority. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.
- Keep in mind that what you write is your responsibility, and failure to abide by this policy could put your position at QRL at risk. You should always follow the terms and conditions for any third-party sites in which you participate.

7. Branding & Intellectual Property

- You must not use any of the QRL, club, league or game's intellectual property or imagery on your personal social media without prior approval. Intellectual property includes but is not limited to trademarks, logos, slogans, & imagery which has been posted on official social media sites or website.
- You must not create either an official or unofficial presence using the organisation's trademarks or name without prior approval.
- You must not imply that you are authorised to speak on behalf of QRL or the game unless you have been given official authorisation to do so. Where permission has been granted to create or administer an official social media presence, you must adhere to the relevant Branding guidelines.

Breaches

Breaches of QRL Policies are treated seriously with outcomes including disciplinary action and even termination of employment. Breaches of this policy include but are not limited to:

- Using names, motto's, crests and/or logo in a way that would result in a negative impact for QRL, our partners or affiliates
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language
- Posting or sharing any content in breach of the Code of conduct
- Posting or sharing any content that is a breach of any state or Commonwealth law
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others
- Posting or sharing material that brings, or risks bringing QRL, Rugby League, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Scope

This Policy applies to all employees, contractors, work experience students and volunteers.

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