



EMCA 2017 - 2018 Social Media Policy

Policy overview and purpose

Social media is changing the way we communicate. This policy has been developed to inform our community about using social media, so that people feel enabled to participate whilst being mindful of their responsibilities and obligations.

Guidelines

You must adhere to the following guidelines when using social media related to EMCA or its coaches, teams, participants, members or reputation.

1. Use common sense. Whenever you are unsure as to whether or not 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.
2. When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for EMCA.
3. Videos taken at competitions/training are only to be uploaded for public viewing with EMCA approval at the end of the competition season.
4. All private social media groups using the EMCA name or club team names must be moderated by a member of the coaching staff.
5. Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your MEMBERSHIP at risk

Policy breaches

Breaches of this policy include but are not limited to:

1. Using EMCAs name, in a way that would result in a negative impact for the organisation, clubs and/or its members.
2. Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
3. Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
4. Posting or sharing any content in breach of EMCAs anti-discrimination, racial discrimination, sexual harassment or other similar policy.
5. Posting or sharing material that brings, or risks bringing EMCA, or coaches, members 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.

Breaking any of the codes of conduct above may result in suspension or dismissal from EMCA with immediate affect and you would be liable for any fees incurred to EMCA.

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