

Volleyball Association of Singapore

Social Media Policy

1. Introduction

Social media offers the opportunity for people to gather in online communities of shared interest to create, share or consume content. As a member-based organisation, the Volleyball Association of Singapore (“VAS”) recognises the benefits of social media as an important tool of engagement and enrichment for its members. In a multi-racial and religion society, and being a tech-savvy country, it is important that VAS'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 VAS, and/or discuss their involvement in the organisation in any social media platforms, they are expected to behave and express themselves appropriately, and in ways that are consistent with VAS'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 online postings where information is shared that might bring the VAS into disrepute.

3. Scope

This policy applies to VAS members, staff, coaches, athletes, officials, volunteers, participants of VAS sanctioned events and activities or any individual representing themselves or passing themselves off as being a member of VAS (these are therein collectively referred to as “VAS related personnel”). 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 (i.e. LinkedIn, Facebook, Twitter, Instagram, etc);
- Content sharing include photo and video sharing sites (i.e. Youtube and Flickr);
- Commenting on blogs and vlogs for personal or business reasons;
- Personal and corporate websites;
- Leaving product or service reviews on retailer sites, or customer review sites (i.e. Glassdoor);
- Taking part in online votes and polls;
- 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. VAS related personnel should assume that everything they write can be traced back to them. All online actions and opinions are permanent. The boundaries between a VAS related personnel's profession, volunteer time and social life can often be blurred. It is therefore essential that all individuals make a clear distinction between what they do in a

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professional and/ or personal capacity and what they do, think or say in their capacity as VAS related personnel.

When using the Internet for professional or personal pursuits, all VAS related personnel must respect VAS's intellectual property and follow the guidelines in place to ensure that the organisation's intellectual property or its relationships with sponsors and stakeholders is not compromised, or the organisation brought into disrepute.

4.1. Usage

For VAS related personnel using social media, such use:

- Must not contain, or link to, offensive, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
- Must not instigate sensitive or controversial topics, e.g. religion, politics, etc;
- Must not comment on, or publish, information that is confidential or in any way sensitive to VAS, its affiliates, partners and/ or sponsors; and
- Must not bring VAS into disrepute.
- For VAS staff using social media, such use must not interfere with work commitments.

VAS related personnel may not use the VAS 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 VAS.

4.2. Branding and Intellectual Property (IP)

It is important that any trademarks, image rights and copyrights belonging to VAS 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”.

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 authorised person at a club/national level has given written consent to create the page or forum. VAS 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 VAS 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;

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- VAS related personnel must not use VAS 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. VAS related personnel must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, photographs taken at a private volleyball event should not appear publicly on the Internet unless permission is given by the photographer or organiser. In certain situations, VAS related personnel could potentially breach the privacy act or inadvertently make VAS liable for breach of copyright. VAS related personnel 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.

4.5. Removal of Contents

VAS related personnel must also remove photos, videos, comments and information about another person at the earliest possible time if that person asks them to do so.

5. Breach of Policy

The VAS continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to VAS immediately. If detected, a breach of this policy may result in disciplinary action from VAS. A breach of this policy may also amount to breaches of other VAS policies. This may involve a verbal or written warning or in serious cases, termination of your employment or engagement with VAS. VAS members may be disciplined in accordance with VAS Disciplinary Regulations by the Disciplinary Committee.

6. Consultation or Advice

This policy has been developed to provide guidance for VAS related personnel in a new area of social interaction. For VAS related personnel who are unsure of their rights, liabilities or actions online, they should seek clarifications from VAS.