



QUEENSLAND GIRLS
Secondary Schools
Sports Association

Social Media Policy

Tuesday, 14 November 2023

Queensland Girls Secondary Schools Sports Association Inc
PO Box 586 Cannon Hill QLD 4170 | admin@qgsssa.com.au | www.qgsssa.com.au

Established 1908 - Performance, Participation, Tradition & Innovation

Policy Brief and Application

This policy sets out QGSSSA's expectations for the professional and personal use of social media. Social media refers to a variety of online communities and digital interfaces, for example (but not limited to) social networks, blogs, chat rooms and forums.

This policy applies to all QGSSSA employees, the term 'employees' includes:

- Full time, part time and casual employees;
- Students, graduates and others on work experience or undertaking volunteer work with QGSSSA;
- the QGSSA board; and
- anyone otherwise performing duties for or on behalf of QGSSSA.

Use of QGSSSA social media

When an employee is representing QGSSSA through the Association's social media accounts or speaking on its behalf, QGSSSA expects employees to act carefully and responsibly to protect the Association's image and reputation.

Employees are required when representing QGSSSA to:

- Be respectful, polite and patient, when engaging in conversations via social media on the Association's behalf. They should be extra careful when making declarations or promises towards stakeholders and the public.
- Ensure QGSSSA social media accounts are only used for genuine QGSSSA purposes.
- Avoid speaking on matters outside their field of expertise. Employees should be careful not to answer questions or make statements via social media that fall under somebody else's responsibility.
- Follow QGSSSA policies and guidelines (including any confidentiality or privacy policy).
- Only act within the law (including copyright law, trademark law, privacy law, anti-discrimination law and any other relevant law).
- Never post socially irresponsible, discriminatory, offensive or libellous content and/or commentary.
- Inform the QGSSSA Board/President when they are about to share any major-impact content likely to have a significant impact on QGSSSA.
- Never knowingly or recklessly provide misleading or false content and remove any content which the QGSSSA Board requires be removed as quickly as possible.
- Avoid deleting or ignoring comments unless a reasoned argument would recommend it. Employees should listen and reply to criticism with good judgement and seek guidance from the QGSSSA Board if necessary.

QGSSSA will retain ownership of any social media accounts and any information within those accounts. After an employee is no longer engaged by QGSSSA, the employee must immediately provide all login and account details required to operate all social media platforms and accounts maintained by the employee on behalf of QGSSSA.

Employees must ensure that account and login details of social media accounts are kept confidential and safe from unauthorised access.

Examples of potential breaches to this policy include but are not limited to:

- Posting comments or content to social media that could constitute bullying, discrimination or harassment
- Posting inaccurate, misleading or deceptive content
- Use videos or images of others without express prior permission

Use of student names

The QGSSSA may use the first name and surname of students for the purposes of communicating results and celebrating captaincies, performances and/or achievements. Students with media restrictions, as communicated by their school, will not be named or identifiable in photography/videography (QGSSSA will capture information regarding students with media restrictions prior to the start of each sporting season).

The QGSSSA will not tag students in photos or use their personal handle in comments, captions or descriptions.

Students will remain unnamed for general informative social media content.

Removal of social media posts

The QGSSSA will act on all reasonable requests by students or parents of students to have content removed as soon as practical.

Personal use of Social Media

QGSSSA recognises employees may use social media in their personal life. This policy does not intend to discourage nor unduly limit personal expression or online activities. However, employees should recognise the potential for damage to be caused (either directly or indirectly) to QGSSSA in certain circumstances via an employee's personal use of social media.

Employees should not use social media in a way which is connected to their employment and in a way that could affect their employment.

It is important that each employee keep the following in mind:

- Do not assume that what you post will be received only by 'friends' or if you are using a pseudonym, you cannot be identified by your real name.
- Once you have made a social media posting, often it can still be accessed.
- Separate the personal and the professional – do not imply QGSSA endorsement of your personal views.

Social media use could affect your employment if it has the capacity to:

- Damage your professional reputation or the reputation of QGSSSA.
- Damage your ability to perform your work or work with other people at QGSSSA.
- Put you in breach of your contract with QGSSSA or another policy of QGSSSA (including any confidentiality or privacy policy).

Examples of potential breaches to this policy include but are not limited to:

- Use social media platforms as a forum for disputes or grievances.
- Publish, post or release information that is considered confidential and not for the public.

Consequences of Breach

Non-compliance of this policy is a breach of a QGSSSA employee's employment or contractual obligations.

Any breach of this policy that has the potential to damage the reputation, image, competitive or financial position of QGSSSA may result in disciplinary action by the QGSSSA Board which could include termination of employment or contract. Where inappropriate use under this policy constitutes a breach of any law, legal action may be taken.

VERSION CONTROL TABLE			
VERSION CONTROL	DATE EFFECTIVE	APPROVED BY	AMMENDMENT
1	October 2013	Executive	Initial policy document.
2	November 20216	Executive	
3	November 2023	Executive	Use of student's names and removal of social media posts.