**Underdogs Flyball Club Social Media Acceptable Use Policy**

**Overview**

Underdogs Flyball Club recognises that there are legitimate reasons for using social media to communicate information between members as well as being a platform for new members to view the club. To enable members to take advantage of the value of these sites and to promote an open, trusting, collaborative team, Underdogs Flyball Club policy outlines how social media, specifically the Underdogs Flyball Club Facebook page, should be used within the guidelines specified below.

**What is Social Media?**

Social media includes any Web site in which visitors are able to publish content to a larger group. Content shared may include (but is not limited to) personal information, opinions, research, commentary, video, pictures, BFA or club information. Examples of such destinations include large branded entities such as Facebook, Twitter, YouTube, and LinkedIn. However, blogs, special interest forums, user communities are also considered social media.

**Social Media Authorization**

**General Use of Social Media**

General personal use of social media sites is up to each individual member. If you do use any type of social media please remember that you are representing the club in all posts related to dogs.

**Club Social Media Content**

Posting of content to club sponsored social media (e.g. the club Facebook page) is permitted for all members. This publicly represents the club to existing and new BFA members.

Only current Underdogs Flyball Club members will be added as members to the Underdogs Facebook page.

The current Admin for the Underdogs Facebook page are:

* Trevor Eagle – Team Captain
* Abbey Rance – Website/Facebook page moderator

**Inappropriate Content Policy**

While social media contains legitimate business and personal content, they also include content that is inappropriate for the workplace including nudity, violence, abused drugs, sex, and gambling. Therefore, the same inappropriate content policy that applies to the broader Web, also applies to content found within social media. Inappropriate content should not be accessed by members whilst representing the team, or whilst using the team Facebook group. Members should use common sense and consideration for others in deciding which content is appropriate for the team.

**Content Publishing and Confidentiality Policy**

The following are policy guidelines regarding what you should and should not do when publishing content in social media. These guidelines apply to all social media communications whether personal or company-sponsored. Members are responsible for content they publish in social media. These guidelines only cover a sample of all possible content publishing scenarios and are not a substitute for good judgment.

* DO be aware of your association with Underdogs Flyball Club social media – If you identify yourself as a Underdogs Flyball Club team member, ensure your profile and related content is consistent with how you wish to present yourself.
* DO use your best judgment – Remember that there are always consequences to what you publish. If you're about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above and think about why that is. If you're still unsure, and it is related to Underdogs Flyball Club, feel free to discuss it with the Team Captain or simply do not publish it. You have sole responsibility for what you post to your blog or publish in any form of social media.
* DO NOT use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the club. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory.
* DO NOT knowingly or recklessly send or post false, defamatory or malicious information about a person.
* Bullying of another person either by email, texts or any type of instant messaging application will be treated with the highest severity.
* DO NOT register accounts using the Underdogs Flyball Club name or any other unregistered or registered trademarks.