



SANCF Policy Document – SOCIAL MEDIA POLICY	
Title	Social Media Policy
Effective Date	2019-02-20
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Purpose of Policy	To provide guidance for the use of social media and services.

SANCF Social Media Policy

This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and any and all other sites and services that permit users to share information with others in a contemporaneous manner.

PROCEDURES

The following principles apply to professional use of social media on behalf of SANCF as well as personal use of social media when referencing SANCF.

- Members (whether such membership is individual, or through a Club, or a Province) of the SANCF need to know and adhere to the SANCF Code of Conduct and other related company policies when using social media in reference to SANCF.
- Members should be aware of the effect their actions may have on their image, as well as the image of the SANCF. The information that members post or publish may be public information for a long time.
- Members should be aware that SANCF may observe content and information made available by members through social media. Members should use their best judgment in posting material that is neither inappropriate nor harmful to SANCF, its employees, athletes, parents, competitor schools, clubs and Provinces and SASCOC and the IFSC.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, racist, pornographic, proprietary, harassing, libelous, or anything that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with their school or club / Province or SANCF MANCO.



- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to the Club and/or School and/or Provincial MANCO and/or SANCF MANCO and inform the Marketing commission in charge of digital marketing as well as communications as soon as possible. Members should not pass comment on controversial topics on behalf of SANCF or any of the members whether individuals, clubs, schools or Provinces or MANCO.
- If members find or encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of their Club or School and/or Province and/or SANCF MANCO and ensure the marketing commission is informed as soon as possible.
- Members should get appropriate permission before referring to or posting images of athletes, parents, current or former employees, vendors or suppliers, touring teams, visiting schools or countries, sporting/academic/cultural opponents and visitors to South Africa or whilst at any SANCF event.
- Additionally, members should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Any actions undertaken by a member that violates the above or any other company policy may subject a member to disciplinary action or termination.
- If members publish content that involves work or subjects associated with SANCF, a disclaimer should be used, such as this: "The postings on this platform are my own and may not represent SANCF 's positions, strategies or opinions."
- It is highly recommended that employees keep SANCF related social media posts separate from personal accounts, if practical.
- We understand that as members, you are also often parents to athletes who compete at SANCF events. Please be mindful of other parents and their athletes who are minors when posting photographs of your own children and their friends on social media platforms.