



**ADELAIDE
UNIVERSITY
SPORT**

Communications and Brand Policy

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Purpose

This policy outlines the communications and brand structures and processes in place at AUSF.

Policy

This policy shall be broken down into two sections, Communications and Brand.

Communications

AUSF communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

Marketing and communications team members and the General Manager shall be accountable for material published on the AUSF website and any related discussion groups or social media websites, such as Facebook, YouTube or Instagram.

It is important to remember that any promotional material or club communications that are produced are a reflection of AUSF and the University. Any material that is deemed inappropriate or offensive shall be removed or taken down. Any clubs that violate our Code of Conduct will risk their affiliation/funding with AUSF'

Website

Our website will include current information on competitions, social events, committees, policies, and constitution. No offensive or inappropriate content or photos shall be published.

If AUSF intend to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide identifying information.

We will seek feedback from members to improve the information available on the site.

SMS and Email

AUSF shall send out email communication as required. All SMS and email communication shall observe the Privacy Policy, 028.

Committee members, coaches and team managers may use SMS and email to provide information about competition, training, club-sanctioned social events and other club business, however:

- SMS messages should be short and about club/team matters
- email communication will be used when more information is required

If clubs wish to have their events or club happenings promoted on the homepage of the AUSF website will need to be submitted for approval to the AUSF Marketing and Communications team via email.

Social Media

- AUSF treat all social media post, blogs, status updates as public 'comment'.
- Post (written, photos or videos) will be family-friendly and feature positive club news and events.
- No personal information about AUSF members will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring AUSF into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.

- Clubs shall be mindful when using any social media platform or communications that all content is publically available/forever searchable thus can then be associated with AUSF.

Expectations for Members

We expect AUSF members to conduct themselves appropriately and within the AUSF Code of Conduct when using electronic communication to share information with other members or posting material on public websites connected to the club.

Electronic communication:

- should be restricted to club matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person, club, or organisation
- should respect and maintain the privacy of members
- must not bring the club into disrepute.

Coaches and others who work with children and young people must direct electronic communication through the child's parents.

Non-Compliance

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our member protection policy or code of conduct.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Instagram) may be liable for defamation.

Brand

All AUSF affiliated clubs and AUSF merchandise shall adhere to the Brand and Uniform Guidelines, 032.

Non-Compliance

Clubs not adhering to the Brand and Uniform Guidelines will be addressed in writing by AUSF and a solution shall be proposed.

References

Brand and Uniform Guidelines, 032

Privacy Policy, 025