
ESCFAN Inc.

Social & Digital Media Communications Policy (Version 1.0)

Effective 1 July 2016

1. INTRODUCTION

Social media brings many opportunities for ESCFAN — improved one-on-one member engagement; modes for increasing awareness and promotion of ESCFAN and the Eurovision Song Contest; avenues for responding to member concerns — but it also comes with risks and responsibilities, and requires compliance with various legal obligations.

This Policy applies to:

- (a) Committee members of ESCFAN and other persons authorised to create, or contribute to content of, official ESCFAN social media and other official electronic communications in both their official and personal use of social and digital media ; and
- (b) Members and others contributing to official ESCFAN social media (Facebook page, Twitter).

The Policy sets a number of responsibilities. It is to be read in conjunction with the ESCFAN Rules. The social media environment is rapidly evolving. Changes need to be monitored so that ESCFAN's policy framework remains relevant. This Policy is to be reviewed by the ESCFAN Committee at least every two years.

2. GUIDING PRINCIPLES

Members must refrain from actions that are detrimental to the ESCFAN community or that brings ESCFAN into disrepute, including in their use of social media.

3. DEFINITIONS

Social media is defined as a means of using mobile and web-based technologies where people can interact by creating content and sharing, exchanging and commenting among peer and even disparate groups in virtual communities and networks.

Social media may include (although is not limited to):

- social networking sites (e. g. Facebook, Myspace, LinkedIn, Yammer, Google+)
- video and photo sharing (e.g. Flickr, Youtube, Pinterest, Instragram)
- music sharing (e.g. Spotify)
- blogs, including corporate blogs and personal blogs (e.g. Wordpress, Tumblr, Blogger)
- blogs hosted by media outlets (e.g. 'comments' or 'your say' feature on theage.com.au)
- micro-blogging (e.g. Twitter)
- wikis and online collaboration (e.g. Wikipedia, crowd sourcing)
- forums, discussion boards and groups (e.g. Google groups)
- iPhone or Android applications
- aggregators (e.g. Digg, Stackla)
- bookmarking tools (e.g. Digg, Reddit, StumbleUpon)
- online gaming platforms (e.g. SIM City)
- instant messaging (including SMS)

- geo-spatial tagging (e.g. Foursquare, Gowalla, Yelp)
- electronic direct mail with interactive links
- online content with interaction embedded (e.g. websites)
- social shopping
- online service portals
- augmented reality

Social media use: Any activity on social media including likes, following, re-tweeting or posting content.

Personal use: Using social media in a private capacity regardless of whether connection to ESCFAN is stated.

Official use: Using social media as an authorised representative of ESCFAN as a content author, content administrator or content advocate.

Content author: A person authorised to make comments representing ESCFAN in an official capacity.

Content administrator: Similar to content author but with publishing rights for ESCFAN official corporate and campaign accounts.

Content advocate: official staff advocates that share information and engage in discussions through their professional networks on behalf of ESCFAN.

Unacceptable content is defined as anything included or linked to that is detrimental to the ESCFAN community or that brings ESCFAN into disrepute.

Unacceptable content may include (although is not limited to):

- abuse (flaming, any form of threat or harassment)
- public grievances with other club members (including committee) and or about club policies
- any discrimination against sexual orientation, age, gender, ethnicity, language, religion, disability, location, social or economic status or educational achievement
- negative commentary that is unconstructive and/or not backed up by empirical research
- defamation, misrepresentation, knowingly false or misleading information about any entity including information harmful to ESCFAN sponsor or community partnerships, activities and or events
- implied or explicit unauthorised endorsement of events, organisations, groups, artists, songs, blogs, pages or any other entity by ESCFAN
- unauthorised solicitation, sales and marketing, advertising or self-promotion of events, organisations, groups, artists, songs, blogs, pages or any other entity not affiliated with ESCFAN or directly related to official Eurovision events or entities
- intellectual property, trademark or copyright violation
- private or confidential information (including reposting content from private messages and emails unless you have the express permission of all participants to publish it)
- extreme and/or illegal content (e.g. pornography, gore, piracy, malware)
- multiple re-posting of the same content (spamming) or re-posting deleted content
- encouraging others to engage in unacceptable behaviour

4. SOCIAL MEDIA USE

The underlying principle for social media activity, whether in a personal or official capacity, is to refrain from actions that are detrimental to the ESCFAN community or that brings ESCFAN into disrepute.

Members can best do this by considering their comments in the following areas:

- Maintain clear differentiation between personal and official use
- Take care to avoid unacceptable content as outlined in this policy
- Act in accordance with all other rules, legislative and policy guidelines including personal use

- Do not make unauthorised public comment and ensure you maintain confidentiality and privacy

5. OFFICIAL AUTHORISED USE

Only comment on and disclose information that is deemed to be public domain information, committee must especially ensure confidentiality with exclusive or otherwise sensitive information. Ensure all content published is accurate and not misleading.

Ensure you are not the first person to make an official ESCFAN announcement unless specifically given Committee permission to do so.

Only approve content you have been authorised to comment on on behalf of ESCFAN.

When using social media for official purposes it should not be used to express personal opinions.

6. PERSONAL USE

Members are personally responsible for the content they publish whether in a personal or official capacity on any social media platform.

When in doubt, members should seek guidance on how to comply with this policy.

When using social media for private purposes, members must ensure that they make it clear that any comments relating to ESCFAN are not official, and that they are speaking only on behalf of themselves.

Where your comments or social media profile can identify you as a ESCFAN member, do not imply that you are authorised to speak as a representative of ESCFAN, unless that is the case.

When using social media in a personal capacity, do not use ESCFAN logos or insignia or your ESCFAN email address.

Committee Members must ensure that any publicly visible personal comments or other activity does not compromise their capacity to perform their role in an unbiased manner and that their actions are in no way detrimental to the ESCFAN community and do not bring ESCFAN into disrepute or breach the ESCFAN Rules.

7. PERSONAL SAFETY AND PERSONAL PRIVACY

As a member of ESCFAN, you need to carefully consider how you are sharing information about ESCFAN and what level of personal privacy is appropriate for your situation.

If you can be identified as an ESCFAN member directly or indirectly via social media please be mindful of how your personal information can be seen, used and passed on.

This includes activities such as geo-tagging, check-ins and other information that can be used to physically locate someone such as photographs of family, friends, houses, car numberplates etc.

8. CONTENT ADMINISTRATION AND DISCIPLINARY ACTION

ESCFAN seeks to encourage our community of members to lead the discussion and healthy debate amongst each other. Only in circumstances where social media use has the potential to be detrimental to the ESCFAN community, to bring ESCFAN into disrepute or that breach the ESCFAN Rules as explained in this document is the committee required to intervene.

All members of ESCFAN regardless of position are subject to the governing rules of the club which they agreed to comply with on becoming a member. These rules state that the ESCFAN Committee may take disciplinary action against a member if it is determined that the member has failed to comply

with club rules, refuses to support the purposes of the club and/or has engaged in conduct prejudicial to the club.

In the majority of cases, minor breaches of this policy will not require formal disciplinary action and may be dealt with by warnings and the removal of the unacceptable content, however if a member is found to have engaged in actions in their use of social media that are detrimental to the ESCFAN community or that brings ESCFAN into disrepute they may be subject to such disciplinary action.

If disciplinary action is deemed necessary, the Committee will appoint a disciplinary subcommittee to hear the matter and determine what action, if any, to take against the member. Disciplinary action will vary depending on the severity of the breach from suspension periods to expulsion from the club. Where a committee member is found to have breached the policy they may be removed from the committee.