

# **Southern African University Staff Sports Association (SAUSSA)**



## **Member University and Individual Social Media Policy**

## Clause 1: Preamble

Social media presents opportunities for promotion of social cohesion, sport and recreation – but at the same time poses unique challenges. SAUSSA is looking to leverage social media to strengthen social bonds between individual members and member universities through provisioning of regulated online communities. Currently, SAUSSA community is available on social media such as Facebook and WhatsApp. The association is looking to expand its presence to other platforms such as Twitter and Instagram. Over and above, SAUSSA is still finding her feet in terms of the most effective use of these new communication tools.

## Clause 2: Background

### 2.1. Purpose

This SAUSSA social media policy provides a framework for using social media in the name of our beautiful association. Social media is a place where people exchange information, opinions and experiences for various purposes including learning, development and amusement. Whether members are handling an association account or use one of their own but associating the name of SAUSSA, they should remain productive (***promote social cohesion, sport and recreation***). This policy provides practical advice to avoid issues that might arise by careless use of social media under the name of SAUSSA .

### 2.2. Scope

This policy serve to provide standards of professional practice and conduct when using social media and all member universities and members are expected to follow when venturing into SAUSSA matters, be it an official or unofficial business, this policy applies.

## Clause 3: Social Media Definition

The term “Social media” refers to a variety of platforms that can be used by people using highly accessible digital technologies such as blogs, social networks, chat rooms and forums. This policy cuts across.

## Clause 4: Social Media General Guidelines

Member Universities and Individual Members, associating the name of SAUSSA on their content, are hereby advised to:

- **Avoid any defamatory, offensive or derogatory content.** It may be considered as a violation of SAUSSA’s code of conduct if directed towards individual members, member universities, leaders, match commissioners, officials, or any Southern African countries
- **Be credible** – accurate, fair, thorough and transparent.
- **Be ethical and respectful** – encourage constructive criticism and deliberation.

- Be **cordial, honest and professional** at all times.
- **Write what you know** – you have to know your facts and cite credible sources.
- **Acknowledge** if a mistake is made through your comment or response and respond to it immediately.
- **Keep** personal social media activities distinct from SAUSSA communication
- **Never** use the name of SAUSSA to create an online community without express approval or authority.

### **Clause 5: Social Media Guidelines for Official Communication**

- The etiquettes that members apply when acting as an official representative of a member university or association should be the same whether they are talking to fellow members in person or using social media.
- The individual members and member universities making comments or contributions on behalf of SAUSSA should only do so with express approval or authority.
- Ensure that information published online is accurate and approved.
- Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated.

### **Clause 5: Disciplinary Consequences**

MANCO, under the auspices of the Executive Committee will monitor all social media postings on SAUSSA's name and may have to take disciplinary against any member who contravenes the terms or provisions of this policy.

The following are typical examples of non-conformity with the SAUSSA Social Media Policy:

- Directing offensive comments towards other members of the online community
- Sharing inaccurate information about the affairs of SAUSSA on the social media.
- Creating an online community without express approval or authority.