

# ***SOCIAL MEDIA & ELECTRONIC COMMUNICATION POLICY***

## **OUR COMMITMENT**

The Whitford Amateur Football Club recognises that using the internet and electronic communication, including but not limited to, email, facebook, twitter, Instagram, SMS, TXT, is essential for communicating with club members.

We are committed to communication being appropriate and related to club business

## **WHAT WE WILL DO**

When using electronic communication we will ensure that members' privacy is protected, clear boundaries are maintained and bullying and / or harassment does not occur.

### **Website**

- Information on competitions, social events, committees, policies, constitution, rules and by-laws and club history will be placed on our website.
- No offensive content or photos will be uploaded to our website, especially about social activities and events.
- Video postings will feature only positive team or individual performances
- A web master will be appointed to provide accountability and control over what goes onto our website and Facebook page.

### **SMS and emails**

- Club committee members, coaches and team managers may use electronic communication to communicate club business and club sanctioned social events, however communication should be limited to and about club/team matters

### **Facebook**

- Postings and uploading of videos will feature positive club news and events
- Personal information about members will not be disclosed, unless prior approval has been obtained.
- No statements will be made that are misleading, false or likely to injure the reputation of another person or third party.
- No statements will be made that might bring the club into disrepute.
- Members will not engage in negative or destructive discussions or postings
- Abusive, harassing, discriminatory or offensive statements will not be posted by members
- Destructive or negative users will be deleted and blocked from engaging with the site

## **WHAT WE ASK YOU TO DO**

All members are expected to use the internet and electronic communication appropriately, so think about what you want to say before you write it. Remember, details sent by electronic means is a permanent record of your thoughts on a matter and can be used against you later.

Communication by the club and members:

- should be restricted to club matters
- must not offend, intimidate, humiliate or bully any member
- must not be misleading, false or injure the reputation of members or others
- should seek to protect the privacy of members
- must not bring the club into disrepute

Coaches and others working with children and young people, under the age of 18 years as a guide, will direct to or include parents in any electronic communications.

## **NON-COMPLIANCE**

Any club member found to have sent inappropriate electronic communication, uploaded inappropriate website content or engaged in blogs or discussions that harass, offend, intimidate or humiliate members or others or that may bring the club into disrepute, may face disciplinary action as outlined in our member protection or other welfare policy or covered by our code of conduct.

Cyber bullying (eg: bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or web page) under certain circumstances is a criminal offence that can be reported by victims to the police. The club can also initiate separate action where there has been a breach of our state sporting organization and club member protection or other welfare policy to provide for the protection, safety and welfare of members.

Members publishing false or misleading comments about another person in the public domain (eg: Facebook or websites) may be liable for defamation

## **WHO IS AFFECTED BY THIS POLICY**

This policy applies to all members, administrators, officials, coaches, players and users of the Whitford Amateur Football Club.

## **TIMING**

This policy was passed by the Club's Management Committee on 23 November 2016 and will take effect from 23 November 2016

This policy was last reviewed September 2020