

## MOUNT EVELYN FOOTBALL NETBALL CLUB COMMUNICATION AND SOCIAL MEDIA POLICY



Mount Evelyn Football Netball Club encourages you to interact with us on social media. We currently have an active presence on Facebook and Instagram platforms where you will find the latest updates on the Club, issues, news, blogs, our upcoming events, and more. Social media is not only a great way to stay up to date with developments in the club, you can also easily connect with your peers, players and their families.

This Policy is about the tools that the Mount Evelyn Football Netball Club will use as part of its communications. This Policy is not about the tools that individuals use in their day-to-day communication; however, the Club's **Code of Conduct** will be enacted as a result of any individual issue or behaviour arising that is considered to place the Club into disrepute.

### CONTEXT

The Mount Evelyn Football Netball Club supports the following guidelines when using social media:

#### Do's:

- Have fun
- Use common sense
- Always respect the OEFNL, its clubs, competitors, players, fans and sponsors
- Update your Team Facebook status regularly
- Share photos
- Promote positive stories about you and your club with links
- Interact with your followers and friends
- Follow each other and chat with each other
- Talk about life outside footy

#### Dont's

- Never act like everything you upload is private
- Don't forget the OEFNL and its clubs follow you
- Don't abuse the OEFNL, its clubs, fans, competitors and sponsors which include AFL
- Never post photos that are inappropriate (i.e. over-drinking, nudity, etc.)
- Ignore haters – don't respond to them.

**Breaches of Use:** The Mount Evelyn Football Netball Club hereby announces that it has a 'Zero Tolerance' on any breaches; there is to be no bringing the Club into disrepute, no racial and/or religious vilification; no derogatory remarks towards our Club, other Clubs, the OEFNL, and/or individuals including. Inappropriate use of electronic communication includes, but is not limited to making or posting inappropriate comments against players, clubs (ours and others), club officials, match officials, league itself or its delegates which is hurtful, discriminatory or offensive in nature.

Any person who believes that they have been the victims of inappropriate electronic communication should report the matter to any member of the Executive Committee (in writing) along with any evidence that may assist the Club in investigating the concern. The Club will undertake to investigate the concern at its discretion. Matters which are deemed by the Executive Committee to be more serious in nature may be reported to external authorities (i.e. the Police). Should this need to occur, it will be done so by the Club Senior President.

### **The Club's Commitment**

Electronic communication is essential for sharing club news and information with our members. Our communication will be timely, appropriate and related directly to club business and activities.

### **What The Club Will Do**

We will use a range of electronic tools as a means of communicating with our members. Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur. Administrators and editors will be appointed to provide accountability and control over material published in the club's newsletter, on our club's website, mobile app and any related discussion groups or social media websites, such as Facebook, Instagram, YouTube or Twitter. These administrators and editors will consist of at least one Executive Committee member.

### **Website**

The club website will include current information on competitions, committees, policies, sponsors and current club news. No offensive content or photos will be published. The Editor, in general, will have discretion about Website content.

### **Sms/Mms, Push Notifications & Email**

The club may use SMS/MMS, push notifications (e.g., via a mobile app) and email to provide information about competitions, training, club-sanctioned social events and other club business, however,

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

MEFNC Coaches and team managers may use SMS/MMS and email to provide information to their teams about matches, training, club-sanctioned social events and other club business, however,

- there should be no direct electronic communication with a child- in line with our child safety policy.

## **Social Media Sites**

The club treats all social media postings, blogs, status updates and tweets as public comment.

Postings (written, photos or videos) will be family-friendly and feature positive club news and events.

The administrators and/or editors will have the discretion to re-post any posts from club sponsors pages to fulfil requirements of sponsorship agreements.

No personal information about our club 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 the club 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.

## **Facebook**

The club's Facebook page shall be a closed group, open only to members and past members of the Club including playing group. Any member of the closed group can post or add photos and videos to the page's timeline. Posts will be subject to acceptance or rejection by the club's Facebook page administrators and/or editors. Only the club's Facebook page administrators and/or editors will be able to tag photos posted on the page's timeline.

Administrators reserve the right to ban/block users from the club's Facebook page for posting content or comments that the administrators consider may harass, offend, intimidate or humiliate another person or organisation.

## **Photographs**

When registering with the club, members consent to the club using their name or image (including photographs) in any form or medium for general marketing and promotion of the club.

If a member does not wish to consent to their image in any form or medium to be used for general marketing and promotional activities, they must advise the Club in writing via the Club Secretary.

## **What We Ask Our Members & Supporters To Do**

The MEFNC expects our members to conduct themselves appropriately 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
- should respect and maintain the privacy of members
- must not bring the club into disrepute.

## **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 person or organisation.

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) may be considered a criminal offence that can be reported to the police.

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

## **DEFINITION**

The term 'Media' is generally defined as an instrument of communication - for example newspaper, radio, television or film is commonly known as 'Industrial Media'. This form of communication is generally a one-way street where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter.

In contrast, 'Social Media' is a social instrument of communication - it is a two-way street that gives you the ability to communicate too. In Web terms, this would be a website that doesn't just give you information, but interacts with you while giving you that information. This interaction can be as simple as asking for your comments or letting you vote on an article. Any website that invites you to interact with the site (to share information and resources; and can include text, audio, video, images, podcasts, and other multimedia communications), and could include the interaction with other visitors, falls into the definition of Social Media.

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

- social networking sites (e.g. Facebook, Messenger, Instagram, Myspace, LinkedIn)
- Social video and photo sharing websites (e.g. YouTube)
- blogs, including corporate blogs and personal blogs
- blogs hosted by media outlets (e.g. 'comments' or 'your say' feature in major newspapers)
- micro-blogging (e.g. Twitter)
- wikis and online collaborations (e.g. Wikipedia)
- forums, discussion boards and groups (e.g. Google groups)
- podcasting
- online multiplayer gaming platforms
- instant messaging (including SMS)
- Whats App