
PN 122: COMMUNICATION AND SOCIAL MEDIA POLICY

Our commitment

Electronic communication is essential for sharing Carine Junior Football Club news and information with our members. Our communication will be timely, appropriate and related to Club business.

What we will do

We use a range of electronic tools to communicate with our members.

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

The Club has a Communications Officer to provide accountability and control over material published on our Club's website, in our enewsletters and on social media platforms (Facebook, Instagram and YouTube).

At the beginning of each season, the Communications Officer will work with Team Managers to ensure parents declining permission for photos of their children to be used are identified (through registration process) and awareness of opportunities to publicise team activities.

Website

Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.

SMS and email

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
- communication involving children will be directed through their parents.

Social media

Social media can be, when appropriate, an effective tool which is commonly used by the AFL community to express their views, comments, ideas and criticism on a whole range of issues.

The Carine Junior Football Club expects its members to communicate online in a respectful and responsible manner and uphold the ethos of the Club in all social media interactions. Social media should not be used to insult, present offensive or inappropriate content or to misrepresent the Club or any member of the Carine Junior Football Club or the wider football community.

We treat all social media postings, blogs and status updates as public 'comment'.

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

What we ask you to do

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

When engaging with social media, the Carine Junior Football Club expects everyone who is a part of our Club to show courtesy and respect to others, including those within our Club and the wider community.

If you have a complaint against a committee decision or require answers pertaining to any of the Club's administrative issues, the Carine Junior Football Club Facebook or Instagram page is not the forum to air your grievances. You are well within your right to take up any issues of concern directly with the relevant personnel or committee responsible – but please go through the proper grievance channels set up by the Club.

We expect 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.

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 the National Member Protection Policy or the Club's 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.

General Advice

Use common sense and good judgment – your statements could have an impact on you and the Carine Junior Football Club's reputation. Remember that what you post or publish to the Club's social media pages will become public information.

If you would not say something to a member of the media, do not publish it on any form of social media. You are accountable for your actions and what you communicate via social media.

Contact

Communications Officer
comms@carinefooty.com.au