

# COMMUNICATIONS AND SOCIAL MEDIA POLICY

## 1. AUTHORISATION

This policy was created by the Aberfeldie Sports Club ("Club") in April 2017.

## 2. REVIEW DATE

This policy shall be reviewed again in November 2018.

## 3. SCOPE

This policy applies to all participants and members of the Club. It will help to maintain respectful electronic interaction online, on social media and through mobile apps to all members. It will also protect the privacy, confidentiality and interests of our Club, the members, sponsors, products and partners.

## 4. VALUES

This Club is committed to:

- Communicating with its committees, officials and members through multiple channels
- Providing access to information about the Club, its members, events and sponsor partners
- Facilitating access to online resources and applications for officials to keep players and/or parents updated at all times in relation to their sport section, age group or team.
- Providing access to Club members for sponsors and partners to promote goods or services
- Maintaining privacy and confidentiality of Club members when communicating with them
- Ensuring that at all times the club, its members, opposition participants and the community is treated with respect whilst using electronic communications and social media and consistent with the club Manifesto and Codes of conduct.

## 5. PURPOSE

The Policy aims to help us make decisions about our Club related website, social media and mobile applications, encompassing postings on video or picture sharing sites, including comments that are made online in blogs, in emails, discussion groups, elsewhere on the public Internet, and in responding to comments from posters or the media.

## 6. BACKGROUND

The Club acknowledges that online, email and social media has increasing prevalence in both the professional and private lives of its Club members. The Club recognises the value in using communications such as websites, email, social media and mobile apps to build more meaningful relationships with Club members, local communities and relevant stakeholders. Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content in ways that can be beneficial for the Club and its partners. However, the Club's public reputation is valuable as is the reputation of its members, sponsors and stakeholders, so the Club prohibits any communication on social media that is defamatory, obscene, proprietary, and is representative of the Club or for commercial purposes.

## 7. KEY RESPONSIBILITIES AND AUTHORITIES

The Club Committee is responsible for:

- The Club communications, including website and all sections and pages, plus communications systems including email, social media and club mobile apps.
- Delegation of Administrators and Editors who 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.
- Managing and responding to all media enquiries relating to sports sections
- Protecting members' privacy, maintaining clear boundaries to support our endeavour that bullying, harassment, vilification and harassment does not occur.

## 8. MEDIA PLATFORM ROLES

The Club uses multiple communications systems which are branded and identifiable as Aberfeldie Sports Club, or a sporting section of the Club, including but not limited to, Aberfeldie Football, Aberfeldie Cricket, Aberfeldie Golf or other sub-section of the Club. The media platforms include, but not limited to:

- **Newsletter**
- **Website**
- **SMS/MMS, Push Notifications and Email**
- **Social Media Sites**
- **Facebook**

## **With all platforms, the Editor, in general, will have discretion about Newsletter content.**

Club Officials may use SMS /MMS and/or 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 player in junior sections. Coaches and others who need to communicate directly with a child should:

(a) direct the electronic communication through the child's parents/guardians or

(b) include the child's parents/guardians, a committee member(s), or other team official(s) in any direct communication with a child.

Email will be sent to Parents and Players using the addresses provided at registration, personally addressed to each register email address, or through BCC (Blind CC), to avoid distribution of personal information. All member private information is dealt with in accordance to the Privacy Act 1988, giving each member the ability to opt in or out of SMS/MMS, email and mobile apps at any time.

*Facebook / Social Media Usage- The Club's Facebook page shall be open to the public. Posts will be subject to moderation 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. The Club will administer Closed Groups for Coaches and Team Managers to use in private team communication with players and parent. Private Posts from a Closed Group are not permitted to be copied or tagged for public display.*

*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.*

**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 opt out by advise the Club in writing via the Club President, Secretary or Registrar of each sporting section

## **9. MEMBER EXPECTATION & PROHIBITIONS**

The club authorised administrators, editors and all members are expected to conduct themselves appropriately when using electronic communication including website, email, social media and mobile apps to share information and communicate with other members or to post material on public websites connected to the Club. Electronic communication:

- should be restricted to club matters
- must not use obscene language, be offensive, insulting, provoke, use hateful language, intimidate, humiliate, sexually exploit, threaten or bully another person;
- must not be misleading, impersonate, falsely represent or injure the reputation any other person, including the Club or a member;
- should respect and maintain the privacy of Club members;
- must not make defamatory or libellous comments or bring the Club or governing sports bodies into disrepute;
- must not post material that infringes the intellectual property rights of others;
- must not interfere with the conduct of any event run by the Club;
- must not comment in a way that may be construed as harming the reputation of him or herself, another member of the Club, its sponsors and stakeholders;
- must not promote commercial interests in social media platforms operated by the Club; or
- must not without authority, post internet addresses, links to websites, email addresses or other personal information on social media platforms operated by the Club.

## **10. MEMBER REGISTRATION**

Members of the Club will be invited to provide their social media account details at the time of registration, or renewal of registration, before each season begins in each section of the Club. The information may be used to inform players (or parents) about news, training, events or sponsor offers. Coaches and Team Managers may use one or more media platforms for team communication, while co-ordinators may contact players (or parents) regarding their age level. You may also add or update your social media account details by logging into the Club online contact management system using your own password.

## **11. 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. Breaches of compliance for point 8 Member Expectation and Prohibitions will be deemed to be non-compliant with this policy and subject to Club disciplinary action.

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.