



SAWTELL FOOTBALL CLUB

Social Media Policy

Representing Sawtell Football Club comes with a set of expectations and responsibilities as a club member, no matter what your position is within the club. You are held to a higher standard and are recognized both locally and regionally because you choose to represent the club in some manner or form within the local NCF competition, whether that be a player, coach, manager, committee member or supporter. Through social media, you are now being monitored by more people than ever before, including Sawtell supporters, sponsors, families, local businesses, opposing clubs, NCF representatives, NNSWF representatives, young children and some members of the media.

This policy and guidelines shall be used as a resource to provide the benchmark for the club and its representatives for using social media responsibly and effectively.

OUR RESPONSIBILITY

Electronic communication is essential for sharing 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 including social media, email and SMS.
- Our communication will protect member's privacy, maintain clear boundaries and ensure bullying and harassment does not occur.
- A committee member is appointed to provide accountability and control over materials published on our club's website and any related discussion groups or social media websites under our control, such as Facebook or Twitter.

WEBSITE:

- Our website will include current information on competitions, social events, committee, policies, constitution, rules and by-laws etc.
- No offensive content or photos will be published.
- If we intend to publish a photo of a child, we will first seek permission for his/her parents and ensure we are not providing private information.
- We will seek feedback from members to improve the information available on the website.

SMS AND EMAIL:

- Committee members, coaches and team managers may use SMS and Email to provide information about competitions, training, club-sanctioned social events and other club business.
However:
 - SMS message should be short and about club/team matters.
 - Email communications will be used when more information is required.
- Communications involving children will be directed through their parent/guardian.

SOCIAL MEDIA WEBSITES

- We will treat all social media postings, blogs, status updates and tweets as public “comment”.
- Postings (written, photos and videos) will be family friendly and feature positive club news and events.
- No private information about our 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 our club into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts or comments will be removed and those responsible will be blocked from the site.

WHAT WE ASK YOU TO DO:

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, or where the member could be considered as representing 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 in disrepute.

Coaches and others who work with children and young people must direct electronic communication through the child’s parents/guardian.

NON COMPLIANCE

Members may face disciplinary actions for sending inappropriate electronic communication or posting online content that harass, bully, offend, intimidate or humiliate other members, as outlined in our Code of Conduct. Under certain circumstances cyber bullying (e.g., bullying that is carried out through an internet service such as email, a chatroom, discussion group, instant messages 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 a public domain (e.g. Facebook, YouTube or Twitter) may be subject to defamation.

YOUR AGREEMENT

In the process of becoming a member of Sawtell FC (no matter in what capacity) you acknowledge and agree to the club’s social media policy, and accept the conditions contained herein.

As a member of Sawtell FC you agree and accept that it is a requirement of the club that it’s members are aware of the club’s policies which are readily available on the club’s website www.sawtellfc.com.