

Avoca Football Netball Club Social Media & Communications Policy		Approval Date:	9 th June 2015
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		Version No:	4
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PURPOSE

To ensure that all club members and associates understand the club rules regarding the appropriate use of its social media and chat groups and the consequences of inappropriate use.

POLICY

Avoca Football Netball Club (AFNC) is committed to keeping everyone associated with the club informed about club matters and to provide up-to-date details of forthcoming events, competitions, schedule changes etc. To achieve this, the AFNC has developed a Facebook page and an Instagram account. These accounts are to be used for the above purpose only and are not a mechanism for members to hold discussions or to lodge complaints. Coaching staff are limited to using the clubs social media pages to post general information regarding teams/training and may use private groups or chat groups (e.g. Messenger) for more specific communication.

POLICY STATEMENTS

- The Club will attempt to keep its Facebook and Instagram accounts current and informative as a service to members and the wider community.
- The Club will occasionally use the Facebook and Instagram accounts to present members with appropriate club information, photos and events. Sponsors may also be promoted through the accounts as well.
- The Club will nominate a responsible person to manage both accounts. The administrator will not enter into any discussions using the club accounts. Any discussions or postings are to be conducted outside of the club accounts. There may also be administrator access granted to other members of the Committee as deemed appropriate.
- The nominated administrator will not use the Club's social media accounts for their own personal use and will always act impartially. They will not allow personal thoughts, feelings or opinions to be expressed on the page and will always act in accordance with this policy.
- The nominated person will be required to report any inappropriate use of the social media accounts to the Committee.
- The nominated administrator will have the right to deny access to any person who is not associated with the club.
- The nominated administrator will remove any posts on the site that are deemed inappropriate IMMEDIATELY and will not enter into discussion or debate with members on the site.
- The nominated administrator will also have the right to block access to any person who misuses the page or uses the accounts inappropriately in accordance with this policy. The administrator will not limit or block access to people who have not breached this policy.
- The nominated administrator will always ensure posts on the accounts are written in the third person and will not convey personal ideas or thoughts in any way. The nominated administrator will also take care to not use the private inbox or closed group functions for personal reasons, comments or information sharing that is not considered appropriate or necessary.

DETAILS OF INAPPROPRIATE USE OF TECHNOLOGIES

- Posting inappropriate or unsolicited comments or images on the club page without prior approval – this is an information dissemination site only, and any inclusions must be emailed to the nominated administrator.
- Creating or exchanging messages that are negative, offensive, harassing, obscene or threatening (INCLUDING complaints or comments against the MCDNFL or other clubs) – any misuse of this nature can result in an instant block from the page and club disciplinary measures. Any breach of this nature is considered serious and may be referred to Victoria Police.
- Exchange of any confidential or sensitive information held by the club relating to individuals, other clubs, other community stakeholders.
- Exchanging information in violation of copyright laws, including the uploading or downloading of commercial software, games, music or movies.
- Committee members, coaching staff, players and members are also required not to upload posts on their own personal pages that may be considered inappropriate, offensive or harassing or obscene.

PROCEDURE FOR MANAGING COMPLAINTS

- Any person identified to be using the club's Facebook or Instagram account inappropriately or for purposes other than those it was established will be identified to the Exec Committee and issued a warning for a first offence (if it is deemed minor in nature). Any member whose comments are considered more extreme will be blocked from the site, reported to the Committee and dependent on the severity of the offence, will receive disciplinary action (e.g. including but not limited to match suspension through to membership being revoked). Note that there is zero tolerance for any comments, images, etc., deemed offensive, threatening, obscene, or discriminatory, and these will incur immediate blocking.
- Any member found commenting about the AFNC or any of its members in an inappropriate manner on their own personal Facebook Page will also be identified to the AFNC Executive and dependant on the nature of the post, will be disciplined as per the procedures outlined in this policy.
- The page administrator will immediately remove posts that are inappropriate and WILL NOT enter into discussion with members via the site. This also applies to Executive Members.
- Any person who has a concern about the contents of the club page is required to email the President.
- The Club Committee reserves the right to close down the social media accounts without notice if members do not adhere to the rules of use
- The Club Committee reserves the right to dismiss the nominated administrator if it is considered that this person is not acting in accordance with the rule of use.

PRIVATE GROUPS OR CHAT GROUPS

The AFNC's preferred direct method of communication between coaches, players and/or parents/carers is via the club's TeamApp. The AFNC allows communication through Private Groups (e.g. Facebook) and Chat Groups (e.g. Messenger) under the following conditions:

Senior Players

- Football and Netball Teams can utilise private groups to communicate information regarding match days and training, events, equipment, uniforms, memberships and other information regarding club activities.
- Private Groups will be monitored by at least one member of the AFNC Committee, Football Executive Committee or Netball Executive Committee.
- Groups will only include current members (non-members will be removed)
- Posts and discussions will be strictly related to club activities, and members will act in accordance with the Club's Positive Behaviour Code.
- Posts that are offensive, inappropriate, bullying, threatening, discriminatory, or derogatory will be deemed a breach of the Club's Positive Behaviour Code and will be dealt with according to the Club's Constitution, Incident Management Protocols, and Grievance Procedure.

Junior Players & Parents

- NO private groups or chat groups shall operate within the Club without Committee approval and will operate according to the Club's Child Safe Policy.
- Chat groups must include parents/carers, coaches and at least one representative of the Club Committee.
- No chat groups shall operate with only children and a coach/es.
- Teams can utilise private groups to communicate information regarding match days and training, events, equipment, uniforms, memberships and other information regarding club activities.
- Posts and discussions will be strictly moderated and must be related to club activities, and members will act in accordance with the Club's Positive Behaviour Code.
- Posts that are offensive, inappropriate, bullying, threatening, discriminatory, or derogatory will be deemed a breach of the Club's Positive Behaviour Code and will be dealt with according to the Club's Constitution, Incident Management Protocols, and Grievance Procedure.

PRIVATE GROUP & CHAT GROUP GUIDELINES

The following guidelines must be posted inside a private group and included in a chat group at the beginning of the season. Members may be reminded of these guidelines as required.

This group has been created as a communication platform for players, parents/carers and coaches to keep up-to-date with training and match day information.

The chat group will communicate information such as events, training and match day dates and times, locations, rosters, uniforms, reminders, and requests for assistance. Members can post in the chat in response to information or provide coaches with updates regarding availability, roster changes, or to seek clarification.

Chat groups are not an appropriate place to raise complaints. Members are requested to raise concerns or complaints directly with coaches and/or members of the Club Committee. All chat group members are reminded that behaviour that fails to meet the Club's Positive Behaviour Code can result in suspension or permanent removal from the group.