



NORWOOD JUNIOR
FOOTBALL CLUB

Social Media Policy

Social media is playing an increasingly important role in how businesses, people, clubs and communities gather and share information, opinions and content. Social media allows the Club new opportunities to share game day information, event information and important notices, as well as to engage in conversations with the Club community and associated businesses.

Social media can be used for both organisational and personal reasons, and there can be a blurring of the lines between the two. The purpose of this policy is to make our Club community aware of the risks associated with the use of social media, and to set guidelines for our volunteers' use of social media for Club purposes.

In this policy, social media refers to internet-based tools and other online and communication technologies for sharing and discussing information, content, experiences, photos, opinions and insights with other people.

The Club encourages the use of social media to disseminate information and engage with the Club community. It does however, require those using social media on the Clubs behalf to do so responsibly in accordance with this policy. These requirements are in place to help protect the privacy, confidentiality, and other rights of all those associated with the Club.

1.Guiding principles of the Club social media policy

1.1 No adult within the club shall engage in individual social friendships with players on personal social media sites, or shall exchange personal contact details such as phone number, social networking site or email addresses with children, except,

I.where necessary for a football related purpose such as availability to play or train, or

II.where a previous family friendship already exists and is known to the child's parents or guardians.

III.where a previous social friendship already exists, the Club should be made aware of this.

1.2 Multiple adults including an executive or general committee member should be part of the contact list and included in any social media communication with players on behalf of or regarding the club.

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1.4 For any club social media platform, a club administrator needs to monitor posts and comments.

1.5 The Club may choose to post club related social media content generated by executive, coaching staff and/or players/parents. If you do not wish your child's photo to be published via social media please notify your Team Manager via email.



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1.6 All adults responsible for any social media posts and comments should ensure they:

I. Adhere to the Child Safe Policy and Child Safe Code of Conduct

II. Respect the audience – no remarks that are offensive or could cause harm to any individual or the Club. They should not use cultural slurs, personal insults or obscenities.

III. Respect copyright, proprietary information and confidentiality – show proper consideration for other's privacy and confidentiality, in regards to individuals and proprietary information and content of the Club and associated businesses.

IV. Protect the club's players, volunteers, officials, business partners and suppliers by being mindful during their social media use of the importance of not damaging the reputation or commercial interests of these parties.

V. Remember that their actions are their responsibility but will also reflect on the Club – consider content carefully.

VI. Remember that the internet is permanent – so think before you post. Although the site maybe only available to a select group of people, information on the internet is permanent and can be hacked or shared by others. Photos of pages and posts can be taken and easily disseminated to wider audiences, therefore you should assume that any personal details shared on these sites could be publicly accessible. Financial information including account details or passwords should never be provided.

VII. Do not use the Club brand to promote any product, opinion, cause or political party/candidate unless they have written approval from the Executive Committee.

VIII. Do not engage in any conduct that is fraudulent, misleading or deceptive. Examples might include, providing recommendations, references or endorsements, or other statements that are false or exaggerated.

IX. Observe all applicable laws, including privacy, confidentiality, spam, misleading or deceptive conduct, copyright, discrimination, harassment, stalking and cybercrimes.

2. Breach of Policy

If a breach of this policy is found to exist, this should be raised with a coach, team manager or committee member.

The breach should be raised with the individual concerned and they should be reminded of the social media policy – a copy should be provided to them. If the breach is not serious and they undertake to comply with the policy in future, no further action need occur. Consistent breaches of this policy will result in the individual being denied access to the social media sites of the Club.

In cases where this breach also constitutes the breach of another Club policy, such as the Child Safe Policy, those relevant policy breach reporting guidelines should be adopted.

In cases where the breach is a breach of law, this should be raised with a committee member who should report this to local authorities. The person responsible may be personally liable.