



SOCIAL MEDIA POLICY

The Altona East Soccer Club recognise the importance of social media as a tool for engaging Members and the larger community. This policy is designed to protect the interests and reputation of the Club and its stakeholders by ensuring all Members are equipped with the requisite knowledge and skills to appropriately use social media.

Social media is changing the way we communicate. This policy has been developed to inform all elements of our Club (Members, Officials, Volunteers, Parents, Players and Coaches) about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

When someone clearly identifies their association with the Club, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately and in the ways that are consistent with the Clubs stated values and code of conduct. In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from a Club Committee.

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, , etc)
- Video and photo sharing websites or apps (e.g. YouTube, Instagram, TikTok, Snapchat etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online voting or polls
- Public and private online forums and discussion boards.

This policy applies to all Members, Officials, Volunteers, Parents, Players and Coaches, Executive Committee, Sub-committee and volunteers (referred to collectively herein as “Club Participants”).

The Club is not seeking to restrict its Club Participants use of social media but to create clear lines between private and Club material and set guidelines where material relates to the Club.



UNDERLYING PRINCIPALS

This policy complements Club purpose as stated in the Constitution including to be the member Club of FFA and to comply with the constitution and by-laws of FFA and FV and to prevent infringement of the constitution and by-laws of FFA and FV and protect Football from abuse.

The purpose of this policy is to:

- (a) foster friendly relations among the officials and players of Football by encouraging Football games;
- (b) prevent racial, religious, gender or political discrimination or distinction among Football players;
- (c) promote, provide for, regulate and ensure effective management of Football competitions, tournaments and games under the control of or authorised by the Club; and
- (d) act in the best interests of the Club and Football.

The Club Committee are responsible for all matters related to this policy.

GENERAL GUIDELINES

Only authorised people may speak on behalf of the Club. Club Participants that wish to express or transmit Club material need to seek approval through the Executive Committee.

Those who wish to express any reference in relation to the Club must also have their social media accounts authorised by the Executive Committee. Permission must be obtained from the Committee for the use of logos or images of the Club.

Images of children may not be taken nor are any images replicated on any site without the permission of the child's parents and/or guardian.

Club information must be released through the Club's official Club social media accounts before others can publish such information through their individual accounts.

Social Media should not be used for the posting or exchanging information that has the potential to embarrass or bring the Club or its related parties into disrepute.

Social Media should not be used for communicating confidential or competitively/commercially sensitive information without express permission of the Club.

Social Media should not be used for the posting of photos of Club events or individuals (including children) without the permission of the Club and if relating to children permission of the child's parents and/or guardian must be obtained.



Any logs, social pages and online forums associated with the Club must not contain, nor link to pornographic or indecent content.

Some hosted sites may sell the right to advertise on their sites through “pop up” content which may be of a questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of “pop up” content cannot be controlled.

All materials published or used must respect the copyright of third parties. Club Participants must not engage in inappropriate behaviour using social media including:

- posting any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate;
- comments that bring the game into disrepute or are ungentlemanly
- abuse of individuals by means of racist, sexist or ageist comments
- abuse of individuals by means of insult or threat
- abuse of players or officials in comments that are deemed personally insulting or damaging

Club Participants must be smart about protecting themselves and their privacy. 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, Club Participants should refrain from posting any content online that the Club Participants would not be happy for anyone to see, even if you feel confident that a particular individual would never see it. Use common sense and good judgment; Club Participants’ statements could have an impact on the Club’s reputation. Each Club Participant is accountable for its actions and what it communicates via social media.

When using social media Club Participants should be considerate to others and should not post information when they have been asked not to, or where consent has not been sought and given. Club Participants must also remove information and/ or photos about players, volunteers, coaches, officials (including if that person or guardian asks you to do so).

NON COMPLIANCE

Breaches of this policy include but are not limited to:

1. Using the Club’s name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
2. Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
3. Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
4. Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.



5. Posting or sharing any content in breach of the Club anti-discrimination, racial discrimination, sexual harassment or other similar policy.
6. Posting or sharing any content that is a breach of any state or Commonwealth law.
7. Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
8. Posting or sharing material that brings, or risks bringing the Club, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Club Participants who fail to comply with this policy may be the subject of disciplinary action pursuant to the Constitution and By-laws. It is the expectation of the Club that Club Participants will promptly advise the management of any facts or circumstances which may suggest a breach of the policy. This may include taking prompt action to remove the offending material if possible.

PLEASE NOTE

The policy will be updated and reviewed regularly as new technology and platforms emerge.