



WERRIMULL FOOTBALL NETBALL CLUB SOCIAL MEDIA POLICY

1. PURPOSE

The purpose of this policy is to inform players, parents and supporters of the Werrimull Football Netball Club (WFNC) of the Club's expected standards regarding the use of social media.

2. POLICY STATEMENT

Werrimull Football Netball Club recognises that social media is an effective means of communication within the Club's community. It is expected users will uphold the values of the club in all social media interactions and be aware that behaviour can impact on players, members and supporters and the reputation of the Club.

3. SCOPE

This Policy applies to everyone involved at WFNC including, but not limited to, players, parents, spectators, contractors, officials, coaches, and committee members and relates to the dissemination of information and images on the Club's social media sites, as well as on sites used by its players, members and supporters.

4. DEFINITIONS

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, Facebook, Twitter, LinkedIn, YouTube, Instagram, Flickr, SMS, Skype, Snapchat, WhatsApp and online voting or polls.

5. EXPECTED BEHAVIOUR AT OUR CLUB

- 5.1. Do not post material that is negative, offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order, is otherwise unlawful or likely to bring the Club, its players, members or supporters into disrepute.
- 5.2. The Club's social media is not to be used for promotion of any business, other than our paid sponsors, or otherwise endorsed by the Club.
- 5.3. The Club's social media is not to be used for complaints or negative comments. If you have any questions or feedback, please contact a member of the Club's executive committee prior to posting on social media. Your first point of contact will generally be the President or Secretary.
- 5.4. Junior netball players and other young people involved with the club are also users of social media, and as such, we expect all posts and comments to be appropriate to this audience.
- 5.5. Be mindful of posting photos of other people's children, and please do not publicly share photos of other people's children with parental permission.
- 5.6. Uploading of photographs to the club's social media is permitted. However, if you see a picture of yourself or your child on the Club's social media which you would like removed, please post a comment on the photo respectfully requesting its removal, or contact the Social Media administrator, Alanie Sleep on 0427 677 733.
- 5.7. WFNC and the administrators of its social media sites reserve the right to remove any content which is deemed to breach this policy.

Note: Photos posted on the club's Facebook pages may be used in other club communications including the website and promotional material.



6. POLICY BREACHES

A breach of this policy will be considered by the Club's executive committee, or their delegates, and will be addressed on a case-by-case basis.

7. RELATED WFNC POLICIES

WFNC Child Safety and Wellbeing Policy

WFNC Child Safe Code of Conduct