



DIGITAL & SOCIAL MEDIA POLICY

Cambridge Park Junior Rugby League Football Club

Version 1 | April 2024



This policy applies to all members of Cambridge Park Junior Football Club, including players, officials, parents, supporters, and volunteers who engage with social media platforms such as blogs, wikis, social networks, and virtual worlds, including Facebook, Instagram, and YouTube.

Objectives

Our policy aims to ensure all community members engage online respectfully and safely, preserving the reputation of individuals and the club, while adhering to legal standards.

Guidelines

- **Positive Engagement:** Ensure that your posts are family-friendly and promote positive news. Avoid posting anything that could damage someone's reputation or that of the club.
- **Respectful Communication:** Refrain from using social media to criticise others within the community. Abusive, discriminatory, or offensive comments are not acceptable.
- **Language and Humour:** Be cautious with your language and the humour you share. Avoid sensitive topics such as religion, politics, and race.
- **Public Nature of Comments:** Remember that your comments are public and permanent. You could be held legally accountable for your statements.
- **Interaction Protocols:** Direct communication between adult officials and players under 18 via social media is inappropriate unless it pertains to club activities. Adults must not have minors as 'friends' on personal social profiles unless it directly relates to club activities.
- **Team Pages:** Official team pages must include a club executive member and provide access to the Junior League Manager when required.
- **Role Model Behaviour:** Always consider how your online behaviour can influence others, especially younger members.
- **Inappropriate Content:** Report any inappropriate messages or content shown to you by minors to club management immediately.
- **Privacy and Security:** Protect your privacy and think carefully about the content you share.

Accountability

- **Consequences of Misconduct:** Inappropriate online behaviour may lead to disciplinary actions by the club's Conduct Review Panel or Board of Management.
- **Club Representation:**
 - Do not use the club's branding, logos, or images without explicit permission.
 - Representation as an official spokesperson for the club requires formal authorisation.
 - Promotion of payment for players must be approved in writing by the club president.

Compliance

Ignorance of these rules is not an acceptable defence. Adherence is mandatory and critical for the safety and integrity of our club community.

For any questions or to report violations, please contact the Cambridge Park JFC Secretary.