

Ormeau Bulldogs Australian Football Club Social Media & Networking Policy 2024

The Ormeau Bulldogs AFC is committed to good use of social media and networking sites that encourage use in a responsible and respectful manner. The Ormeau Bulldogs AFC supports the AFLQ Social Networking Site Policy.

https://www.aflq.com.au/wpcontent/uploads/2019/03/AFL_Queensland_Social_Networking_Site_Policy.pdf

The underlying principles

This policy complements the Ormeau Bulldogs AFC core values and clubs' goals to develop the game of Australian Rules Football;

- Providing a social environment for families,
- Instilling values of sportsmanship,
- Teamwork, honesty and community spirit,
- Encourage wellbeing through participation,
- Provide a fun atmosphere.

Coverage

This policy applies to all persons who are involved with the activities of OBAFC, whether they are in a paid or unpaid/voluntary capacity and including;

- All members, including life members of OBAFC,
- persons appointed or elected to OBAFC, Management Committee, Committees and Sub Committees,
- coaches and assistant coaches,
- support personnel, team managers, Ground Marshalls, runners, water carriers, first aid, psychologists, masseurs, sport trainers and others,
- coaches and assistant coaches,
- players (juniors, seniors, masters, AFL9s, women's),
- umpires and other officials, goal umpire, boundary umpires,
- parents and spectators.

Social Networking Site

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

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc) • Video and photo sharing websites or apps (e.g. YouTube, Tik Tok, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)

- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. An officially designated individual representing OBAFC on social media; and
2. If you are posting content or commenting on social media in relation to OBAFC or AFLQ that might affect OBAFC or AFLQ players, officials, business, products, services, events, sponsors, members or reputation.

As a part of the OBAFC community you are an extension of the OBAFC brand. As such, the boundaries between when you are representing yourself and when you are representing OBAFC can often be blurred. This becomes even more of an issue as you increase your profile or position within the club. Therefore, it is important that you represent both yourself and the OBAFC appropriately online at all times.

Guidelines

You must adhere to the following guidelines when using social media related to OBAFC or its players, officials, business, products, services, events, sponsors, members or reputation.

Use common sense

Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side. When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for OBAFC.

Protecting your privacy

Be smart about protecting yourself and your 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, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it. Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Responsible and Respectful use of Social Networking Sites

When using, posting & commenting on social media always ensure you are responsible and respectful, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

The Ormeau Bulldogs AFC is concerned about the increasing number of complaints being made about the unacceptable use of Facebook, Twitter, YouTube and other social networking sites by people involved as players, parent members or club officials within the Ormeau Bulldogs Australian Football Club. There are examples where the sites have been used to bully footballers, to criticise umpires and to make racist or sexist remarks about other participants. This type of behaviour is totally unacceptable in Australian Football and will not be tolerated.

Policy Breaches

Breaches of this policy include but are not limited to:

- Using OBAFC's or AFLQ name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.

- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- 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.
- Posting or sharing any content in breach of OBAFC's antidiscrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing OBAFC, 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.

Reporting a Breach

If you notice inappropriate or unlawful content online relating to OBAFC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to any of the Club Management Committee which details can be found on website www.ormeauafl.com.au.

Investigation

Alleged breaches of this social media policy may be investigated according to OBAFC's relevant regulations, policies and club constitution.

In addition, Under AFL Queensland's, Reports and Tribunals regulations, behaviour which is unacceptable can be brought to an AFLQ Tribunal even if the behaviour did not occur on the field. As long as an incident is Australian Football related, the Tribunal can deal with it. AFL Queensland will have no hesitation in referring to the Tribunal the misuse of social networking sites, if the misuse relates to Australian Football that is under the jurisdiction of AFL Queensland.

Disciplinary process, consequences and appeals Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the OBAFC constitution.

Any changes or additions to this policy can only be made by the Ormeau Bulldogs AFC Management Committee

