



WWFC COMMUNICATION & SOCIAL MEDIA POLICY

About Social Media

Every minute of the day hundreds of thousands of pieces of content are posted to Facebook, tens of thousands of tweets are exchanged on Twitter; thousands of photos are shared on Instagram, and countless hours of YouTube videos are uploaded. You'd better believe it - social media is here to stay.

Woongarrah FC has taken the leap into this online world and why wouldn't it; social media and social networking sites such as Facebook, YouTube, Twitter, LinkedIn, Flickr and online forums and blogs are accessible, instantaneous, cost-effective and user-friendly. They offer a fantastic opportunity to communicate more effectively with members and supporters.

Social media when used most effectively is a conversation between users and is therefore open to comments both good and bad. Unfortunately, our sport is now dealing with an ever increasing number of incidents where online discussions and posting of online content have caused distress to individuals or groups of members in this club.

There have been examples in the media of a team using a club's Facebook page to attack a coach or another player. This is not acceptable. This policy promotes guidelines for responsible social media use and outlines our process for dealing with offensive or discriminatory comments.

Our commitment

Electronic communication is essential for sharing club news and information with our members. Our communication will be timely, appropriate and related to club, the game or sponsors business.

What we will do

We use a range of electronic tools to communicate with our members. Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur. A webmaster will be appointed to provide accountability and control over material published on our club's website and any related discussion groups or social media websites, such as Facebook, YouTube or Twitter.

Website

Our website will include current information on competitions, social events, committees, policies, constitution and club rules.

No offensive content or photos will be published.

Photos of children will not be published if the club has been notified not to do so.

We will seek feedback from members to improve the information available on the site.

SMS and Email

Committee members, coaches and team managers may use SMS and email to provide information about competition, training, club-sanctioned social events and other club business, however:

SMS messages should be about club/team matters

Email communication will be used when more information is required

Communication involving children under the age of 18 will be directed through their parents.

1	Woongarrah Wildcats Football Club. (ABN: 53 914 101 021)	Revision: 1
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Policy – Communication & Social Media

Social media websites

We treat all social media postings, blogs, status updates and tweets as public ‘comment’. Postings (written, photos or videos) will be family-friendly and feature positive club news and events. No personal information about our members will be disclosed. No statements will be made that are misleading, false or likely to injure a person’s reputation. No statements will be made that might bring our club into disrepute. Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site and will be dealt with through our ‘Disciplinary Process’ that may lead to suspension or expulsion from the club.

What we ask you to do

We expect our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the club. Electronic communication:
Should be restricted to club matters
Must not offend, intimidate, humiliate or bully another person
Must not be misleading, false or injure the reputation of another person
Should respect and maintain the privacy of members
Must not bring the club or its members into disrepute.
Coaches and others who work with children and young people must direct electronic communication through the child’s parents.

Non-compliance

Members will face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our ‘Code of Conduct’. Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police. In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

I, _____ have read and understood this policy and will abide by it as a member of Woongarrah “Wildcats” Football Club

Print Full Name: _____

Signature: _____

Date: _____

If under 18 years of age, parent/guardian:

Signature: _____

Date: _____

PLEASE BE KIND AND SUPPORTIVE AT ALL TIMES.

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