



SAWTELL FC - SOCIAL MEDIA POLICY

Representing Sawtell FC comes with a set of expectations and responsibilities as a club member, no matter what your position within the club. You are held to a higher standard and are recognised both locally and regionally because you choose to represent the club in some manner or form within the local NCF competition, whether that be as a player, coach, manager, committee member, or supporter. Through social media, you are now being monitored by more people than ever before, including Sawtell supporters, sponsors, families, local businesses, supporters of opposing teams, NCF representatives, NNSWF representatives, young children and some members of the media.

This Policy and Guidelines shall be used as a resource to provide the benchmark for the club and its representatives for using social media responsibly and effectively.

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 business.

What we will do

We use a range of electronic tools to communicate with our members including Social Media, email and SMS.

Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

A webmaster is appointed to provide accountability and control over material published on our club's website and any related discussion groups or social media websites under our control, such as Facebook or Twitter.

Website

- Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws, etc.
- No offensive content or photos will be published.
- If we intend to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide private information.
- 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 short and about club/team matters
- email communication will be used when more information is required
- communication involving children will be directed through their parents.

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 private 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 or comments will be removed and those responsible will be blocked from the site.

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, or where the member could be considered as representing 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 into disrepute.

Coaches and others who work with children and young people must direct electronic communication through the child's parents/guardians.

Non-compliance

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, bully, 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.

Your Agreement

In the process of becoming a member of Sawtell FC (no matter in what capacity) you acknowledge and agree to the Club's Social Media Policy, and accept the conditions contained herein.

As a member of Sawtell FC you agree and accept that it is a requirement of the club that its members are aware of the Club's Policies, which are readily available on the Club's website www.sawtellfc.squarespace.com