



Spotswood Football Netball Club

'Social Media Policy'

Revision	Issue Date	Description	Originator	Checker	Approver
B	19/11/2024	Issued for Use	I. Elmore	G. Finlay	A. Given

Purpose

This policy establishes clear expectations for the use of social media by players, members, volunteers, and supporters of the Spotswood Football Netball Club (SFNC). It ensures that social media tools and communications reflect our club's values and community expectations while prioritising child safety and the protection of all members.

The policy's objectives are to:

- Guide members on appropriate social media practices relating to SFNC activities.
- Ensure the safety and privacy of our members, particularly children and young people.
- Protect the club's reputation, its members, and its stakeholders from harm.

This policy is essential for maintaining a positive and inclusive club environment, both online and offline.

Scope

This policy applies to all SFNC members, including players, coaches, volunteers, parents, and supporters, when engaging with social media platforms.

This policy governs all social media platforms. Any communication tool used by SFNC members must be approved by the committee of management.

It applies to:

1. Any official representation of SFNC on social media.
2. Personal use of social media where SFNC, its members, teams, or reputation are referenced or affected.

Core Values

This policy reflects SFNC's core values:

- **Community:** Building strong, supportive relationships.
- **Respect:** Treating everyone with dignity and fairness.
- **Inclusivity:** Welcoming members from all walks of life.
- **Excellence:** Striving for high standards on and off the field.

Child Safety & Privacy

SFNC is committed to creating a safe online environment for children and young people. All social media use must prioritise their protection:

- **Protecting Personal Information:** Personal details of junior players (e.g., full name, address, phone number) must never be shared publicly or with another member
- **Consent for Media Use:** Images or videos of junior players must only be posted with consent from a parent or guardian.

- **Tagging and Identification:** Public tagging or identification of junior players on social media is not permitted unless authorised by a parent or guardian.
- **Age-Appropriate Content:** All content must be suitable for children and free from offensive language, imagery, or themes that could cause distress, and otherwise be in compliance with the Child Safety Code of Conduct SFNC-POL-028 and Child Safety and Wellbeing Policy SFNC-POL-027.

SFNC currently uses Stack TeamApp for official club communication for junior (Under 18) activities which is a platform that meets Child Safety standards. Any official communication using alternative platforms must be approved by the committee of management.

Key Principals

Respect and Integrity

- Always communicate respectfully and refrain from posting content that could be considered offensive, discriminatory, or harmful to others.
- Avoid language that is abusive, inflammatory, or damaging to the reputation of the club, its members, or its partners.

Representation of the Club

- Social media activity should uphold the positive image of SFNC.
- Only authorised personnel may post on official club accounts.

Confidentiality and Privacy

- Do not share personal information or images of members without their explicit consent.
- Avoid discussing sensitive or confidential club matters online.

Compliance with Laws and Policies

- Ensure that all posts comply with Australian laws, including defamation, copyright, and harassment laws.
- Adhere to the codes of conduct from the AFL and Netball Victoria.

Game-Day Conduct

- Avoid posting negative or critical commentary about officials, opposition teams, or players.
- Use social media to celebrate achievements, share updates, and foster a positive club culture.

Posting Guidelines

- Think before you post: Remember, your posts reflect not just you but also the SFNC community.
- Avoid engaging in online arguments or responding to negative comments.
- Use social media as a tool to promote inclusivity, teamwork, and respect.

Breaches of Policy

Breaches of this policy include, but are not limited to:

- Sharing inappropriate, offensive, or discriminatory content.
- Posting confidential or sensitive club information.
- Using SFNC's name, logo, or brand inappropriately.
- Failing to obtain consent for content involving other members, particularly juniors.
- Engaging in online behaviour that damages the club's reputation or relationships.

If you witness a breach of this policy, report it immediately to the Club Administrator and or designated social media officer at admin@spotswoodfc.com.au.

Breaches of this policy shall be investigated by the SFNC Committee in accordance with it's Rules of Incorporation and disciplinary processes as applicable from time to time, and may result in consequences, including:

- A request to remove offending content.
- Warnings or suspension from club activities.
- Termination of membership for severe or repeated breaches.

In cases involving illegal content or conduct, SFNC may escalate the matter to law enforcement.

Social Media Manager

SFNC committee of management will be responsible for appointing a social media manager/s.

Related Policies

This policy works alongside SFNC's:

- Child Safety Policy and guidelines
- Member Code of Conduct
- Member Protection Policy
- Anti-Discrimination and Harassment Policy
- Other policies set by governing bodies - such as WFNL and AFL.

By adhering to this policy, members ensure SFNC remains a safe, inclusive, and respectful community, both online and offline.