



THE LYSTERFIELD WOLVES

JUNIOR FOOTBALL CLUB

SOCIAL MEDIA & COMMUNICATION POLICY

PURPOSE:

To develop a Club Policy in the use of Communication – including the use of Social Networking sites such as Facebook.

***Note:** This policy applies only to the Lysterfield Junior Football Club related sites and issues; and is not meant to infringe upon any person's personal interaction or commentary online.*

WHAT IS AND IS NOT IN SCOPE:

This Policy is about the tools that the Club will use in its communication strategy.

This Policy is not about the tools that individuals use in their day-to-day communication strategy; however, the Club's Code of Conduct will be enacted as a result of any individual issue or behaviour arising that is considered to place the Club into disrepute.

The Club's use of Social Media (and the subsequent use of Social Networking sites such as Facebook) is the main focus of this Policy document but also includes other forms of communication.

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.

- Will be restricted to club matters
- Will not offend, intimidate, humiliate or bully another person
- Will not be misleading, false or injure the reputation of another person
- Shall respect and maintain the privacy of members
- Will not bring the club into disrepute.
- Coaches and others will direct electronic communication through the child's parents.

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.

An administrator is 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.

WHAT WE ASK MEMBERS 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 sites.



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HOW WILL FACEBOOK BE USED AT LYSTERFIELD JUNIOR FOOTBALL CLUB?

Facebook will be used as a communication strategy from the to all players and members with the aim to:

- Use Social Media to provide immediate information to players and members;
 - Post photos and positive chatter about team success + calendar events.
 - A quick, inexpensive and very effective way to communicate with players and members;
 - Drive players and members to use the website even more than it is currently used;
 - Further promote our sponsors;
 - Further promote our Club to increase our member base (and thus increase exposure to our sponsors);
 - Market club merchandise;
 - Promote come-and-try days; and
- 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.

Facebook will be administered by a select group of members who have been authorised to monitor messages and photos. It will be overseen by an Executive member who will also monitor content posted.

Non-compliance to the roles and responsibilities by any of our authorised administrators will result in disciplinary action for any violations – as outlined in the Club's Constitution and Club's Code of Conduct.

A rule of thumb is: "If you don't have something positive to say, then do not say anything at all."

Facebook will be established with security settings that will allow the administrator remove content or block a user.



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BREACHES OF USE:

Inappropriate use of electronic communication includes but is not limited to making or posting inappropriate comments against players, clubs (ours and others), club officials, match officials, league itself or its delegates – which is hurtful, discriminatory or offensive in nature.

Any person who believes that they have been the victims of inappropriate electronic communication should report the matter to any member of the Executive Committee or to the Club's Discrimination Officer (either in writing or verbally) along with any evidence that may assist the Club in investigating the concern.

The Eastern Football League also has powers - under law 6.1 - to review matters of behaviour that it considers to be conduct unbecoming of a member, player or official. Any matters brought to the attention of the league will be dealt with by an Investigation Committee formed as a subcommittee of the board.

The Club will undertake to investigate the concern at its discretion. Matters which are deemed by the Executive to be more serious in nature may be reported to the Police – should this be the case, it will be reported to the Police by the Club President.

RESPONSIBILITY:

Lysterfield Junior Football Club recognises the importance of dual responsibility in implementing this Policy.

Firstly, the Club will adhere to the purpose of the Club's Social Media (and Facebook page) as stipulated in this document.

Secondly, all parents and guardians have a responsibility to educate and monitor the use of Facebook by their children as recommended in this document.

Lysterfield Junior Football Club believes that this dual approach will result in a harmonious management of the new Facebook page.

RISKS:

Lysterfield Junior Football Club also recognises that there are risks with the introduction of any new technological initiative – to which the Club wishes to be informed of any concerns with the Social Media & Communication Policy and the subsequent introduction of Facebook.

Managing expectations of members of the content of Facebook is important. This is not only limited to what is excluded but also what is included. – Having images of the same people



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could cause criticism this will be the responsibility of the administrator of the page to ensure equity.

RESPECTFUL CONVERSATIONS AND INFORMATION:

Lysterfield Junior Football Club also recognises that as providers of information we have a duty of care to convey information to all players and members in a respectful and courteous manner – both verbally and in written form.

The *Lysterfield Junior Football Club* Executive and General Committee understand and accept its responsibility to this effect; and to abide by the Club's Code of Conduct. Equally, it is imperative that all players and parents/guardians and friends also abide by the Clubs Code of conduct.

WEBSITE

- Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos will be published.
- As part of the registration process, families sign the club Code of Conduct which included giving the club permission to publish and post images of players in its publications plus website and other digital media. If you do not wish for your child's image to be published. Please notify your team manager immediately.
- 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.

POLICY REVIEW

This Policy will be reviewed annually to ensure it remains relevant, practical and that it reflects community expectations and legal requirements. The Policy will be reviewed in the first instance by 31 August 2013; and thereafter annually as part of the club's Strategic Plan Review process.



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The EFL's guidelines when using social media:

DO'S

- Use common sense
- Always respect the EFL, its clubs, competitors, players, fans and sponsors
- Tweet and update your Facebook status regularly
- Promote stories about you and your club with links
- Interact with your followers and friends
- Follow each other and chat with each other
- Talk about life outside footy
- Have fun

DON'TS

- Never act like everything you upload is private
- Don't forget the EFL and its clubs follow you
- Don't abuse the EFL, its clubs, fans, competitors and sponsors
- Never post photos that are inappropriate (ie drinking, nudity, etc)
- Ignore haters - don't respond to them.

