



Social Media Policy & Procedures

AIM

This document aims to inform members and affiliates of the Anglesea Football Netball Club (AFNC) on the use of its social media platforms and the consequences of inappropriate use.

POLICY

AFNC uses social media platforms such as Facebook, Instagram and WhatsApp to keep members and affiliates of the Club informed about details of forthcoming events, fixturing, news and other important information. AFNC has established an official club Facebook page along with an Instagram page. There are also a number of WhatsApp groups formed between teams and committee. These platforms are to be used to provide information and communication across the club.

- The AFNC will make every effort to ensure all platforms are kept updated such that they are a useful service to members.
- The AFNC may use social media to present members with sponsor information.
- The Committee will nominate a club delegate(s) to manage the social media accounts. Any discussion on information are to be conducted in a polite and courteous manner. Any complaints or criticism should be constructive in nature. Further discussion may be undertaken outside of the Club page in a private manner.
- The club delegate is responsible for reporting any inappropriate use of social media to the Committee.
- The nominated club delegate will have the right to deny access to any person who is not associated with the Club.
- The club delegate may also revoke access rights to accounts of any person(s) who misuse any platform.
- No member, parent or affiliate shall set up a Facebook group related to AFNC without prior approval of the Committee.
- Should a Social Media group be created for an individual team, the coach and team manager shall be included as members and receive all communications.
- The club does not sanction the use of private social media groups between players only.
- Any misuse of any social media platforms as outlined below which brings the club into disrepute may lead to disciplinary action.

Anglesea Football Netball Club Inc.

P.O. Box 70, Anglesea, Vic 3230

Phone: (03) 5263 1900



ABN 81 523 351 012

INAPPROPRIATE USE OF SOCIAL MEDIA PAGES

- Posting images on any of the Club moderated pages. They are intended to be a source of information and any inclusions must be emailed to the nominated administrator.
- Exchange of any confidential or sensitive information held by the Club relating to individuals, other clubs, other community stakeholders
- Exchanging information in violation of copyright laws including the uploading or downloading of commercial software, games, music or movies
- Recognise that you are responsible under law for anything you write or present online.
- Be respectful of all other users. Do not engage in behaviour that is derogatory, defamatory, inflammatory, abusive, sexually or racially vilifying, libellous, threatening, bullying, hateful, disrespectful or illegal.
- Do not impersonate or falsely represent another person.
- Do not make statements or comments that will reflect badly on AFNC or its reputation in the wider football community.
- Do not post photos or images of members or associates acting in a way that brings AFNC into disrepute.
- Do not convey the impression that you speak on behalf of AFNC unless you have been authorised by the committee to do so.
- Do not use the AFNC logo or other identifying information to give the impression that you have authority to represent the club unless you have permission to do so.
- Do not use social media to raise any complaints or concerns regarding The AFNC or its members or Associates. There is a dispute resolution procedure for this purpose.
- If you notice a posting by an AFNC member or affiliate which breaches these guidelines, or if you notice comments made by others which reflect badly on the club or its members, you should bring it to the attention of the AFNC President or another member of the committee without delay.
- Responding to inappropriate comments or posts may inflame the situation. Think carefully before responding to material that you consider breaches these guidelines.

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COMPLAINTS PROCEDURE

- Any person identified to be using the Club Facebook page inappropriately or for purposes other than those it was established for will be blocked from the site, reported to the Committee and may receive disciplinary action. Note that there is zero tolerance for any comments, images etc which are deemed to be offensive, threatening, obscene, or discriminatory.
- The AFNC Committee reserves the right to cease using Social Media platforms if members do not adhere to the rules of use.
- The AFNC Committee reserves the right to dismiss the nominated delegate if it is considered that this person is not acting in accordance with the rule of use.

