

PURPOSE

The Clyde Football Club recognises that electronic communication and social media sites including but not limited to Facebook, Twitter, YouTube, Stack Team App, Instagram and Snapchat are important and influential communication channels for our community and our club. To assist in posting content and managing these sites, the club has developed guidelines for the use of social media by all members of the Clyde Football Club including players, parents, coaches and committee members.

GUIDELINES

We encourage our members to promote positive and respectful discussion about our club. The Clyde Football Club does not condone our players & families being disrespectful to other players, volunteers, coaches, other teams or umpires on any social media sites. The club expects 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 into disrepute.

When using social media:

- Use common sense
- Exercise discretion, thoughtfulness and respect for your peers, committee, fans, opponents, coaching staff and the club's supporters/community
- Refrain from reporting, speculating, discussing or giving opinions on topics within the club that could be considered sensitive, confidential or disparaging
- Promote appropriate, constructive or positive comments, stories or photos about our club and/or individual and team performances
- Report any serious breaches to club officials

Negative comments and images, bullying, criticism and sexist or derogatory remarks not only impact negatively on the people they are about, they reflect badly on yourself, your parents and the people you represent.

NON COMPLIANCE

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another person or organisation.

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) may be considered a criminal offence that can be reported to the police. Cyberbullying includes, but is not limited to the following misuse of technology; harassing, teasing, intimidating, spreading rumours, unwanted messages,

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Social Media Policy



defamation, racially or threatening another person by sending or posting inappropriate and hurtful email messages, instant messages, text messages, phone messages, digital pictures or images, or Web site postings, eg Facebook, Twitter, blogs.

In addition, members who publish false or misleading comments about another person or organisation in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

Disciplinary actions may include but not limited to warnings, suspensions and/or banning of players, parents/guardians and is separate from any other penalty that may or may not be applied by the league or Police for the same incident.

REVIEW

Due to the evolving nature of social media, this policy and guidelines are subject to revision by the club's committee every two years.

Version number: 1
Approved by: CFC Committee of Management
Date: 28/10/22
Effective date: 28/10/22
Next Review date: 28/10/24
Policy Owner: Secretary