

Social Media Policy



INTRODUCTION

Members of the North Shore Football & Netball Club enjoy the opportunities and rewards of a community based sports club, combined with affiliation with the Geelong Football and Netball League. It is subsequently expected that members will uphold the ethos of the club in all social media interactions.

Members will not act in such a way that the image of the Club is brought into disrepute nor in a way that harms its immediate and wider sporting community. Social media can be, when appropriate, an effective tool and is commonly used by the Club community to express their views, comments, ideas and criticism on a whole range of issues.

The Club expects members to use social media in a respectful and responsible manner. Social media should not be used to insult, present offensive or inappropriate content or to misrepresent the club or any member of the Club or the external football or netball community in any format.

RATIONALE

The purpose of this policy is to set standards of behaviour for the use of social media that are consistent with the broader values and expectations of the Club.

DEFINITION

Social Media – refers to all social networking sites such as Facebook, Twitter, YouTube, Snap Chat etc and also includes email.

SCOPE

This Policy applies to all members of the Club.

RIGHTS AND RESPONSIBILITIES

Members are expected to show respect to others, including all members of the Club and wider football and netball communities. Members are also expected to give due respect to the reputation and good name of the Club.

When using Social Media, members are expected to ensure that they:

- Respect the rights and confidentiality of others;
- Do not impersonate or falsely represent another person;
- Do not bully, intimidate, abuse, harass or threaten others;
- Do not make defamatory comments;
- Do not use offensive or threatening language or resort to personal abuse towards each other or members of the Club community;
- Do not post content that is hateful, threatening, pornographic or incites violence against others;
- Do not post content that harms the reputation and good standing of the Club or those within its community;

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North Shore Football & Netball Club

Social Media Policy (cont.)



BREACH OF THIS POLICY

A breach of this policy may also involve a breach of other Club policies, and should be read in conjunction with the:

- Members Protection Policy;
- Players Code of Conduct;
- Parents Code of Conduct;
- Coaches Code of Conduct.

A breach of this policy will be considered by the management committee, or their delegates, and will be dealt with on a case by case basis.

All reports of cyber bullying and other technology misuses will be investigated fully and may result in notification to the police where the Club is obliged to do so.

Sanctions may include, but are not limited to, suspension, or banning from membership of the Club. Members must be aware that in certain circumstances where a crime has been committed, they may be subject to a criminal investigation by the police over which the Club will have no control.

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“ Respect the Past, Build the Future ”