
NCFNC Social Media Policy

Persons this document applies to:

- All members of NCFNC
- Members of general public
- All members of visiting clubs

Related Documents:

- NCFNC Social Media Contract
 - Junior
 - Senior
- NCFNC Codes of Behaviour policy
- NCFNC Record of Complaint

Purpose: The purpose of this document is to articulate NCFNC's approach and expectations in relation to Social Media and its related procedures.

Overview:

NCFNC has a responsibility to provide and maintain a safe physical and emotional environment for all players, officials, umpires and coaches. This responsibility is not solely confined to the sporting arena.

NCFNC acknowledges that the Internet and Information and Communication Technologies (ICT) can bring great benefit to all users and to the effective operation and communication of the club. However, Cybersafety issues related to the use of such technology have the potential to have a negative impact upon all concerned.

NCFNC places a high priority on the acceptable use of ICT devices/equipment that will benefit members.

Electronic communication is essential for sharing club news and information with our members. Our communication will be timely, appropriate and related to club business.

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.

Roles and Responsibilities:

- NCFNC shall ensure all members are educated regarding the Social Media Policy
 - Via Website
 - Social Media Contract (players)
- NCFNC shall ensure all administration and support staff practice by recognized Codes of Behaviour

Definitions:

Social Media and the clubs use is defined as but not limited to:

Websites:

- 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
- If we intend to publish a photo of a child we will first seek permission from the parents/guardians and take care not to provide identifying information
- 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 Social Media and email to provide information about competition, training, club-sanctioned social events and other club business, however:

- 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.

Social media websites:

- 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 blocked will be blocked from the site and may face further disciplinary actions by the club.

Cyberbullying:

Cyberbullying may include but is not limited to the following misuses of technology:

- Harassing, teasing, intimidating or threatening another registered member by sending or posting inappropriate and hurtful email messages, instant messages, text messages, phone messages, digital pictures or images, or website postings, irrespective of whether the post or message could be viewed by the wider public: and
- Sending, receiving and/or possessing naked and sexually explicit images of a registered member

Authors: Wendy Castle Brian Mudge

References:

Netball Victoria

- Cybersafety Policy

Worksafe Victorian Country Football League

- Cybersafety Policy

Play By The Rules

- Communication Policy

The Communications Council

- Best Practice Guide Social Media Code of Conduct

Kardinia Lynx

- Social Media Policy
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Endorsed: NCFNC Committee January 2014

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