



# West Preston Lakeside Football Club Inc.

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## SOCIAL MEDIA PARTICIPATION POLICY

### Introduction

Social Media is a rapidly expanding form of communication. The West Preston Lakeside Football Club (WPLFC) acknowledges that it will have club officials, members and players actively engagement in this medium. The Club accepts that the use of social media can be an effective business and social tool and that such a medium is commonly used by our members to express their views, comments, ideas and criticism on a whole range of issues.

If you chose to participate in any form of social media the WPLFC expects you to adhere to the standards set out in this Policy when referencing your association with the WPLFC, Northern Football League (NFL), any of the leagues clubs or any individual affiliated to the league or Clubs or the wider community.

### Purpose

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 community.

The Club expects those who are part of our Club, when using social media , to show courtesy and respect to

- Those within our Club,
- Northern Football League (NFL),
- Any of the leagues clubs or any individual affiliated to the league or Clubs and
- The wider community.

Social media should not be used to abuse others, expose them to offensive or inappropriate content or to denigrate or show disrespect for the Club.

### Definitions

Club Members – any player, parent, family member, committee member, coach, team assistant or representative.

Social Media– refers to all social networking sites like Facebook, Twitter, LinkedIn, YouTube, Big Footy and MySpace.

## **Policy Scope**

This policy is applicable to all WPLFC Club Officials, Members, Players, Staff, and Volunteers who participate in any form of social media.

## **Rights and Responsibilities**

- Club Members are expected to show respect to others, including members of the wider footballing community.
- Club Members are also expected to pay due respect to the reputation and good name of the Club.

When using social media , club 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 obscene or offensive language towards others
- Do not post content that is hateful, threatening, pornographic or incites violence against others
- Do not harm the reputation and good standing of the club or those within our community
- Do not use excessive criticism to portray a person as socially, mentally, physically or intellectually inferior
- as a prohibited behaviour.

## **Responses to any breach of this Social media Participation policy**

The WPLFC will convene a review committee when required to investigate any breach of the social media policy. The committee will be made up of Executive office bearers. This committee will conduct their investigations as they see fit and remain impartial and transparent during this process

Disciplinary actions may include, but not be limited to:

- No discipline required
- Acceptance of formal apology
- Verbal warning
- Written and verbal warning
- Suspension from the WPLFC (term based on severity of offence)
- Expulsion from the WPLFC
- Recommendation of corrective education programs

## **Policy Review**

To ensure this policy remains relevant to club operations and reflects community expectations the policy will be reviewed annually.

Signed  
Date

The West Preston Lakeside Football Club Committee  
March 2014