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**Sunbury Lions Junior Football Netball Club – Social Media Policy**

**Rationale:**

In an increasingly ‘Social’ world, the Sunbury Lions Junior Football and Netball Club and it members must adhere to an appropriate Social Media Policy. Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. This policy is intended to provide guidelines to protect players, officials, club members, umpires and the wider football local community. In accordance with ***Child Safe Standards*** we expect our members to conduct themselves appropriately when using electronic devices to share/communicate information with other members or posting material to public forums.

**Aims:**

This policy requires that an individual or individuals be held to the same standards for Social Media that they would normally and reasonably be held to in other forms of public communication.

**Definitions**

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

Cyber Bullying – refers to the use of the Internet and related technologies to harm other people, in a deliberate, repeated, and hostile manner.

Social Media – refers to all social networking sites including but not limited to Facebook, Twitter, LinkedIn,

Instagram, YouTube and MySpace.

**Implementation:**

When using Social Media, Club Members are expected to ensure:

1. All social media postings, blogs, status updates and tweets are treated as public ‘comments’. Players, officials, club members and supporters are reminded that Social Networking positing, whilst you may think they remain in a private domain can be seen by others or made public.
2. Any member using Social Media sites such as Facebook, Snapchat, Instagram, Twitter, YouTube or others may do so in a safe and respect manner.
3. Social Media postings:
	1. Must not offend, intimidate, humiliate or bully another person.
	2. Must RESPECT and maintain the privacy of members.
	3. Must not bring the club into disrepute.
	4. Must not use obscene or offensive language towards others
4. Comments, videos or accusations that can be deemed improper, intimidating, racist, sexist or degrading are strictly prohibited when the content involved is of an Australian Rules Football nature or has any reference to the Sunbury Lions Junior Football Netball Club.
5. Should you wish to upload a comment, photo or video clip version that involves a club member or club/league officials and you are unsure if it could be deemed improper, intimidating, racist, sexist or degrading seek approval from the Child Safety Officers or Committee to avoid breaching this policy.
6. Only members of The Executive Committee or duly authorised representatives of the club are permitted to operate a social networking site bearing the name of Sunbury Lions Junior Football Netball Club.
7. No adult in a role working with children in an AFL Victoria Affiliate should engage in individual social friendships with children from the Club on personal social media sites.
8. Multiple adults, including Club President, Senior Manager or Centre Coordinator, should be part of the contact list and included in any social media communication with children from, the Club, or regarding Club details.
9. Confidentiality is important, permission must be obtained from parents for any use of a child’s name or photo to be used in any postings, this is particularly important in case of any custody issues or privacy required.

**Breach of this Policy and Sanctions**

A breach of this policy may also involve a breach of other Club policies, such as:

* Coaches, Players and Parents Codes of Conduct
* Child Safe Standards Policy

Any breach of this policy will be considered by the President or a delegate such as the Secretary, Treasurer, Child Safe Standards Officers and will be dealt with on a case by case basis.

All reports of Cyber Bullying and other technology misuses are to be reported to the Club Reprehensive Child Safe Standards Officers and will be investigated fully and may result in a notification to Police or a Club imposed sanction.

Any player breach will be subject to internal review including coach and committee bearing a penalty up to and including suspension and/or cancellation of membership. The offending player and his/her parents are to be notified immediately by the club of any reported breach.

Where a decision can not be agreed at a club level or a matter is deemed to be serious breach of league rules it is to be escalated to the duly appointed league representative for consultation and advice.

This is the Policy stance of the Sunbury Lions Junior Football Netball Club and this policy is to be read in conjunction

with any other AFLVic or League Policies that may apply.

<http://www.aflgoldfields.com.au/about-afl-goldfields/policies/33-afl-goldfields/afl-goldfields-about/afl-goldfields-policies/322-cybersafety-policy>

<http://aflvic.com.au/policies-new/policies/>

**Evaluation:**

This Policy will be reviewed annually as part of the club’s Strategic Plan Review to ensure it remains relevant, practical and that it reflects community expectations and legal requirements.

This document was tabled at the February 2018 General Committee Meeting and the above stated Policy was voted upon and unanimously endorsed.

**2018 SOCIAL MEDIA POLICY**

I acknowledge I have read the Sunbury Lions Junior Football Netball Club Social Media Policy and agree to abide by the expectations of the policy.

Players Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Parent Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Players Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Parent Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2018 MEDIA RELEASE CONSENT FORM**

As part of encouraging and celebrating the successes of our players and teams, Sunbury Lions Junior Football Netball Club acknowledges our players’ achievements in activities around the club and broader community by using photos, videos and other materials. In order to do this in a safe and responsible manner during the 2018 season, we are sending you this parental consent form to both inform you and to request permission for your child’s photo/image and personally identifiable information to be published via club displays, the website and club Facebook page. Personally identifiable information includes players’ names, photos or images, locations and times of matches.

**Please check one of the following choices:**

I /We grant permission for a photo/image of my/our child Yes No

to be used for display purposes via club displays,

the club Facebook page and club website.

Player’s Name: (please print):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print name of Parent/Guardian: (print) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Signature of Parent/Guardian: (sign**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_ / \_\_\_\_\_\_ / \_\_\_\_\_\_\_