



League Office – Kialla Park Community Centre. Reserve Street, Kialla
PO Box 1253 Shepparton, Victoria, 3632
www.kdfnl.com.au

Kyabram District League Cyber Safety Policy

Implemented February, 2021

In a world increasingly ruled by social media platforms, the Kyabram District League (KDL), it's members, spectators and officials must adhere to an appropriate Cyber Safety Policy. This policy is designed to protect the image of the KDL, it's Clubs and its communities while ensuring the online safety and wellbeing of everyone.

The KDL has a high expectation of appropriate social media use from its members while posting content on public forums, pages and platforms which are connected to the League, it's brand, sponsors, employees, volunteers and alike. The KDL also has an equally high expectation of private social media use where a connection can be established between the individual and the KDL.

This policy applies to all persons who are involved within the activities of the Kyabram District League (KDL) and does not discriminate upon their capacity in the League. Covered in this policy are;

- Players
- Coaches
- Support personnel (Team Managers, Runners, Trainers etc.)
- Umpires, Club and League officials and volunteers
- Members, life members and social members of the KDL and its affiliated Clubs
- Parents, spectators and family members
- KDL board members, Club committee members and League representatives

The KDL recognises the powerful benefits which come from social media promotion and interaction. The League fully endorses all positive publicity and discussion on match results, outcomes, appointments and topics relating to the KDL.

However, the League also understands that some social media users can act anti-socially and show disrespect to the online community with little thought of the social and potential legal implications.

These issues include bullying and harassment, unwanted or inappropriate contact, uploading of inappropriate or offensive content and derogatory remarks about rival players, Clubs and League staff.



League Office – Kialla Park Community Centre, Reserve Street, Kialla
PO Box 1253 Shepparton, Victoria, 3632
www.kdfnl.com.au

All social media postings, blogs, status updates and tweets are treated as public content. Players, officials, Club members and supporters are reminded that social networking postings, whilst you may think they remain in a private domain, can be seen by others or made public.

KDL members are reminded that this policy covers the use of Facebook, Twitter, Instagram, Snapchat, Big Footy and any other social media or online forums which exist in the ever-changing online world.

Policy breaches

Breaches of this policy include but are not limited to:

- Using the KDL's name and/or logo in a way that would result in a negative impact for the League, it's Clubs and its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posts must not be misleading, false or injure the reputation of another person
- Posting or sharing any content, which if said in person during the playing of the game, would result in a breach of the rules of the game.
- Posting or sharing any content that is a breach of any State or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings or risks bringing the KDL, its affiliates, the sport, its officials, members or sponsors into disrepute.

In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Images of Children

Images of children and adults should not be used inappropriately or illegally. Wherever possible, obtain permission from a child's parent/guardian before taking an image of a child that is not their own and ensure that the parent knows the way the image will be used. The privacy of



League Office – Kialla Park Community Centre. Reserve Street, Kialla
PO Box 1253 Shepparton, Victoria, 3632
www.kdfnl.com.au

others needs to be respected and Clubs should disallow the use of camera phones, videos and cameras inside changing areas, showers and toilets.

Clubs or Associations displaying an image of a child should avoid naming or identifying the child or, wherever possible, avoid using both the first name and surname. Do not display personal information such as residential address, email address or telephone numbers without gaining consent from the parent/guardian.

Cyberbullying

Cyberbullying includes, but is not limited to, the following misuses of technology:

Harassing, teasing, intimidating, racially vilifying or threatening another person by sending or posting inappropriate and hurtful e-mail messages, instant messages, text messages, phone messages, digital pictures or images, or Web site postings (including social network sites e.g. Facebook or blogs) and the sending, receiving and/or possession of naked or sexually explicit images of a person.

Club members must also be aware that postings from their individual accounts, whether done by themselves or another person, will remain the responsibility of the account owner.

All members of the KDL and individual Clubs must be aware that in certain circumstances where a crime has been committed, they may also be subjected to a criminal investigation by Police over which the league and/or club will have no control. This particularly applies to 'sexting' where the image is of a person under the age of 18 years whereby the Police will be informed immediately.

Procedure

KDL Club officials or members who feel that they have been the victims of such misuses of technology should save and store the offending material on their computer, mobile phone or other device. They should then print a copy of the material and immediately report the incident to the relevant Club/League representative.



League Office – Kialla Park Community Centre. Reserve Street, Kialla
PO Box 1253 Shepparton, Victoria, 3632
www.kdfnl.com.au

Should the issue be a Club-based matter, the report should be directed to the Club President or other appropriate senior member. If this is not possible, or the outcome of the report is unsatisfactory, the individual should contact the KDL League Operations Manager directly.

If the issue affects the League, then the report should be issued directly to the League Operations Manager.

All reports of cyberbullying and other technology misuses are taken seriously and will be investigated fully. This may result in a notification to the Police where the KDL or the Club is legally obliged to do so.

If there is evidence, charges will be laid and the complaint will proceed to the League's Independent Tribunal, the same as if the investigation relates to physical violence or other reportable offences and an outcome will be established.

If you, or your club has any questions regarding this policy, please contact;

League Operations Manager Nate Dedman
nathaniel.dedman@afl.com.au