

POLICY CATEGORY	<b>Communications, Marketing and Media</b>		
POLICY TITLE	Social Media		
DOCUMENT NO		VERSION	1
CONTACT	<a href="#">Management Committee</a>		
IMPLEMENTATION DATE	20 <sup>th</sup> Jan 2019	REVIEW MONTH	November
FIRST ISSUED	Approved – 01 January	REISSUED	
RELATED DOCUMENTS			
AUTHORITY	<p>Football Federation of Australia:</p> <ul style="list-style-type: none"> <li>☐ <a href="#">Member Protection Policy</a></li> <li>☐ <a href="#">Code of Conduct</a></li> <li>☐ <a href="#">Spectator Code of Behaviour</a></li> <li>☐ Fact Sheets <ul style="list-style-type: none"> <li>○ <a href="#">Respect-code-of-conduct-match-officials</a></li> <li>○ <a href="#">Respect-code-of-conduct-players</a></li> </ul> </li> <li>☐ <a href="#">Statutes and Regulations</a></li> </ul> <p>FNQ Football Inc:</p> <ul style="list-style-type: none"> <li>☐ <a href="#">Competition Rules</a></li> <li>☐ <a href="#">Players and Officials Code of Conduct</a></li> <li>☐ <a href="#">Policies and Procedures</a></li> </ul>		

Scope	This policy applies to all Committee Members, Coaches, Managers, Players, Club Members and Visitors.
Purpose	<p>This policy details the approach to social media that has been adopted by the Marlin Coast Rangers Football Club.</p> <p>The club recognises that social media is a great way to communicate and interact with members, potential members and supporters and uses this policy to promote responsible use.</p>
Responsibilities	<p>Management Committee</p> <p>The Management Committee is responsible for the timeliness, appropriateness and accuracy of posts generated by the club and the posts on our Facebook page.</p>

	<p>Coaches, Managers, Players, Club Members and Visitors</p> <p>We expect our Coaches, Managers, Players, Club Members and Visitors to conduct themselves appropriately when using social media. Their posts and communication:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> must not offend, intimidate, humiliate or bully another person</li> <li><input type="checkbox"/> must not be misleading, false or injure the reputation of another person</li> <li><input type="checkbox"/> should respect and maintain the privacy of members</li> <li><input type="checkbox"/> must not bring the club into disrepute</li> </ul> <p>We ask our members to connect privately before they respond publicly when they encounter conflicts and misrepresentation in social networking sites. That is, we ask them to make every effort to talk privately and directly to the person(s) involved—or find an intermediary who can do so—before publishing any posts or comments about the issue. We also prefer that our members do not to respond to nasty comments about them, their group, event or site. If posts veer into abuse or libel, the club supports the use of disciplinary and grievance procedures to resolve issues.</p>
Process	<p>Social Media</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> We treat all social media postings, blogs, status updates and tweets as public ‘comment’.</li> <li><input type="checkbox"/> Postings (written, photos or videos) will be family-friendly and feature positive club news and events.</li> <li><input type="checkbox"/> No personal information about our members will be disclosed.</li> <li><input type="checkbox"/> No statements will be made that are misleading, false or likely to injure a person’s reputation.</li> <li><input type="checkbox"/> No statements will be made that might bring our club into disrepute.</li> <li><input type="checkbox"/> Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.</li> </ul>
	<p>Non-compliance</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our member protection policy or code of conduct.</li> <li><input type="checkbox"/> Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.</li> <li><input type="checkbox"/> In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, Snapchat, YouTube or Twitter) may be liable for defamation.</li> </ul>
	<p>Reporting</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The Media Relations Officer will provide regular reports and updates in relation to the club’s presence on social media.</li> </ul>

	<p>Recordkeeping</p> <ul style="list-style-type: none"><li>• Any additions, amendments or updates to this document are to occur via the Management Committee.</li><li>• Approvals will be recorded into the committee minutes.</li><li>• The committee, as part of its record keeping will retain previous versions for future reference.</li><li>• The committee, as part of its record keeping will retain social media records as per the club recordkeeping policy.</li></ul>
Resources	<ul style="list-style-type: none"><li>•</li></ul>
References	<ul style="list-style-type: none"><li>• <a href="#">Play by the Rules Social Media Toolkit</a></li></ul>
Definitions	<ul style="list-style-type: none"><li>•</li></ul>