



## **CAIRNS SAINTS FOOTBALL AND NETBALL CLUB SOCIAL MEDIA POLICY**

Electronic communication is essential for sharing club news and information with our players and our members. This policy outlines the rules and regulations in posting appropriate club information and ensures that all communication will be timely, appropriate and related to club business.

Our club utilises a range of electronic tools to communicate effectively with our players and members including but not limited to the following:

- Cairns Saints website
- Cairns Saints Facebook page
- YouTube
- Twitter

As a club we will ensure that our communication channels will protect members' privacy, maintain clear boundaries, ensure that bullying and harassment does not occur and ensure that all content posted in the online environment is respectful and does not reflect poorly on the club or any individual associated with the club.

All players and members that have access to online platforms including the club website, Facebook, Twitter and YouTube will be accountable for their own posts and will conduct themselves in a manner that is deemed appropriate by the club and the club's social media policy. Failure to do so may result in disciplinary action.

### **Website**

- A webmaster will be appointed to provide accountability and control over material published on our club's website.
- Our website will include only current information on game days, social events, committee information, club policies and procedures, relevant information for members and achievements by the club.
- No offensive content or photos will be published in any capacity.
- If the club intends to publish a photo of a child, permission from his or her parents and/or guardian will be required as per completion of the club's Media Consent form and care will be taken to not provide any identifying information.
- Feedback from members to improve the information on the website will be welcome.

### **SMS and email**

Committee members, coaches and team managers may utilise SMS and emails to provide information about club games and competitions, training, club-sanctioned social events, distribution of online newsletters, committee meetings and other club business. This policy ensures the following:

- SMS messages should be concise and about club matters only.
- Email communication will be used when more information is required.
- Communication involving children will be directed through their parents.

### **Social media websites**

Social media posts and updates will be the responsibility of the individual making the post. Acceptance to a Facebook page or Twitter page will be given to all club members that request access however that member will be responsible for their own posts and club members must adhere to the social media policy guidelines at all times. This policy ensures the following:

1. All social media postings, blogs, status updates and tweets by club members will be treated as official public comment.
2. Postings (written, photos or videos) will be family-friendly and feature positive club news and events.
3. No personal information about club members will be disclosed.
4. No statements will be made that are misleading, false or likely to reflect poorly on the club or on a club member's reputation.
5. No statements will be made that can potentially bring our club into disrepute.
6. Abusive, discriminatory, intimidating or offensive statements will not be tolerated.
7. Any offensive posts will be removed immediately and any club members responsible will be blocked from the site and will possibly face disciplinary action.

### **Declaration**

The Cairns Saints Football and Netball club is a well respected club with a proud history. We expect all our club members to conduct themselves appropriately when using electronic communication to share information with other club members and members of the public or when posting material on public websites connected to the club.

### **Electronic communication guidelines**

- Ensure electronic communication is restricted to club matters.
- Ensure electronic communication does not offend, intimidate or bully another person.
- Ensure electronic communication is not misleading, false or reflect poorly on the reputation of the club or another person.
- Ensure electronic communication is respectful and maintains the privacy of other club members.
- Ensure electronic communication does not bring the club into disrepute.
- Ensure electronic communication with children and young people is directed through the child's parents and/or guardians and permission is received.

### **Non-compliance**

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or bully other club members or members of the public as outlined in the club code of conduct.

Under certain circumstances, incorrect use of the club's online communication can be categorised as a criminal offence and can be reported to the police for further action. In addition to this, members who publish false or misleading comments about another club member or member of the public in the public domain (eg; Facebook, YouTube or Twitter) may be liable for defamation.

### **Acknowledgement**

By signing this form you are agreeing to the terms indicated in the policy above.

Name of individual: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Club/Division/Team: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

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

If the person is under 18, the form must be signed by a parent or guardian.

Name of parent/guardian: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

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



Cairns Saints Australian Football Club Inc