



**Social Media Policy**

**Our commitment**

Electronic communication is essential for sharing club news and information with our members. Our

communication will be timely, appropriate, and related to club business.

**What will we do?**

We use a range of electronic tools to communicate with our members.

Our communication will protect members’ privacy, maintain clear boundaries, and ensure that

bullying and harassment does not occur.

We will develop a Social Media Policy to address the particular issues arising from the use of social

media.

A webmaster will be appointed to provide accountability and control over material published on our

club’s website and any related discussion groups or social media websites, such as Facebook,

YouTube or Twitter.

**Website**

• Our website will include current information on competitions, social events, committees,

policies, constitution, rules, and by-laws.

• No offensive content or photos will be published.

• If we intend to publish a photo of a child, we will first seek permission from his or her

parents and take care not to provide identifying information.

• We will seek feedback from members to improve the information available on the site.

**SMS and email**

Committee members, coaches and team managers may use SMS and email to provide information

about competition, training, club-sanctioned social events, and other club business, however:

• SMS messages should be short and about club/team matters

• email communication will be used when more information is required

• communication involving children will be directed through their parents.

**Social media websites**

• We treat all social media postings, blogs, status updates and tweets as public ‘comment’.

• Postings (written, photos or videos) will be family-friendly and feature positive club news

and events.

• No personal information about our members will be disclosed.

• No statements will be made that are misleading, false, or likely to injure a person’s

reputation.

• No statements will be made that might bring our club into disrepute.

• Abusive, discriminatory, intimidating, or offensive statements will not be tolerated.

Offending posts will be removed and those responsible will be blocked from the site.

What we ask you to do

We expect our members to conduct themselves appropriately when using electronic communication

to share information with other members or posting material on public websites connected to the

club.

**Electronic communication**

• should be restricted to club matters

• must not offend, intimidate, humiliate, or bully another person

• must not be misleading, false or injure the reputation of another person

• should respect and maintain the privacy of members

• must not bring the club into disrepute.

Coaches and others who work with children and young people must direct electronic communication

through the child’s parents.

**Non-compliance**

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.

Under certain circumstances, cyber bullying (e.g., bullying that is carried out through an internet

service such as email, a chat room, discussion group, and or instant messaging, or website) is a criminal

offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public

domain (e.g., Facebook, YouTube, or Twitter) may be liable for defamation.

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ have read and understood the policy and will abide by it as a member of Sunbury United Rugby League Club.

Signature:

Date:

If, under 18 years of age, parent/guardian: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature:

Date: