

POLICY

- To be read in conjunction with “YJFL Social Networking Policy” which is available at www.yjfl.org.au

Bulleen Templestowe District Junior Football Club (BTDJFC) acknowledges social media as a useful communications tool. As in all public forums, including what we say and do, our behaviour online when representing ourselves and the Club should be lawful, responsible, considerate and reflect the BTDJFC values.

Common sense is a starting point for our involvement in social media. The following guidelines apply generally online, in email, and on websites, personal blogs, comments on other blogs, Twitter, Facebook, or any social media or networking sites.

When using social media you must ensure that your sense of fairness and respect is maintained at all times and that the standing of the BTDJFC is in no way compromised. It is important for the public to only see information related to the club, in the form of photos, stories or comments directly related to a particular game, team or club event. Personal opinions, views and comments, whether it be club related or not, are not to be voiced on any type of social media directly related to the club. It is also vital that players and families using social media do not disclose private club or other team member information.

To that end, any items published on any of the clubs social media sites (eg Facebook, Mobile App, web page) must be presented from an independent perspective and will only contain information and facts about the club and its players. To achieve this independence there will be no self praise or criticism in any way, shape or form.

BTDJFC regards information and images on publicly accessible websites and social networks, as being in the public domain and therefore open to scrutiny by those who see and access such information

Players, parents and Team/Club Officials can use chat rooms and social networking sites to seek and share information that is not offensive to others and does not criticise the Club, other clubs, officials, players and members of families or friends.

PUBLISHING

If information you are using comes from a social networking site, make this clear to others and be as specific as possible. Members of the BTDJFC must consider the sensitivities of publishing images and information that has come from social media sites. This includes the impact on relatives and friends, and the legal issues of privacy, defamation and copyright. Photos, video and other information should be verified before publication to and from any social media site.

All items published on BTDJFC official pages will be controlled by a select group of members who will do so under the banner of the BTDJFC. Others who “like”, comment or share those pages need to be aware of their responsibilities in regards to who else can see, or indeed may question the appropriateness of, who is “liking” or “following” such pages. The members chosen to manage these pages shall be determined by the Executive Committee and will be subject to scrutiny as required. Individual Team pages shall be managed only by either the Team Manager or the Coach and they will be responsible for all content contained therein and also who has access to these pages by setting them up as Public, Closed or Secret, depending on the audience required. Individual team pages shall also be “shared” with a member of the Executive committee to allow for monitoring of content.

TWITTER AND BLOGS

If you are using Twitter the same guidelines apply. Never forget that everything you say or do can and will reflect on you personally and the Club - even when you are communicating privately.



If you see or hear anything detrimental, report it to your Coach, Team Manager or any member of the Committee.

Avoid encouraging or rewarding disruptive or abusive behaviour with attention. Report such behaviour to your coach or team manager.

PRIVATE VERSUS PUBLIC

Social networking sites are a way of promoting our Club and engaging with team mates. Despite many so called privacy filters and settings on social media sites, it is still possible to have your "private" information made "public". Therefore, it is best to maintain "keep the public public, and the private private" approach to all social media.

If any parent or adult within the club is "friends" with a player then the privacy of that player and their peers is to be respected and details they have shared in the privacy of their peers should be respected. Adults should be conscious of not sharing that private information. Adults need to be aware that being "friends" with minors that are not relatives or directly related to their team on social media may not be seen as appropriate by others and as such should refrain from this activity. The Executive Committee Member/s responsible for monitoring these sites shall have the absolute discretion to question any association between members of a particular group related to the Club and may request any such association to be terminated as they see necessary.

CYBER BULLYING

Cyber bullying is no longer a "buzz word". It is real and can be fatal. Whilst we have focused on being mindful in what we say about team mates, officials, club members and their families, it is paramount to be constantly aware of what our words and actions can do, particularly when utilising social media. What seems to be a "harmless" comment about someone's weight, gender, religious belief, appearance, sexual orientation etc, can have devastating consequences for the recipient. Do not assume that what you perceive as a joke will be taken lightly by another party. Always consider how you would feel if the comments were made about you or a member of your family. If you cannot be positive, perhaps it's best not to engage in any commentary in the first place. If you suspect that a team mate or friend is being bullied, speak with your Coach or Team Manager.

PHOTOS

The publishing of photos is allowed in any forum so long as

- 1 – It is not considered voyeuristic, indecent, sexual or defamatory
- 2 – The photo does not contain the child's full name without parental permission
- 3 – The photo is in direct relation to the team, a particular game or team/club activity

The club is unable to prevent others from "tagging" photos once they are published, but we should be aware this is within the clubs own environment and "friend" group. Those not directly involved with a team but are able to view team and/or players pages should only make comments directly relevant to the content of the photo/s.

AGE GROUP POLICING

Facebook and Instagram are 2 of many popular social networking sites now available, however these are not allowed to be made available to anyone under the age of 13. Under NO circumstances shall anyone allow, permit or encourage any person under the age of 13 to have access to, share, like or have any interaction with any Facebook, Instagram or other social networking page or site related to BTDJFC. Whilst the Club will make every effort to keep itself abreast of social networking laws it is incumbent on users to ensure their use of these sites is lawful at all times.



BREACHES

Players, parents & officials who breach these social media guidelines may be subject to disciplinary action and [which may include suspension or expulsion from the club and](#) **will be** directed to either remove offending material or close the site/page down. Remember, when you are older and in the workforce, such breaches can result in severe disciplinary action from your employer and in the worst case scenario, termination of employment and even legal action may result.

INFORMATION

If you are concerned about material appearing on a social media site that may be potentially harmful to a member of the BTDJFC, affiliate club or League, please report immediately to your Coach, Team Manager or Committee Member. The Club will make every effort to keep such reports anonymous and will not willfully disclose the source of such reports unless the information is of a nature that is required to be reported to authorities.

Remember – it is better to report something and have it turn out to be OK than to ignore it and see someone suffer.