



Social Media Policy

The 'organisation' refers to Aveley Junior Football Club.

'Members' refers to Club Members, Coaches, Committee Members, registered players, sponsors, support personnel, spectators, parents and umpires.

The Internet, and Information and Communication Technologies (ICT) devices / equipment bring great benefits to all users and can contribute to the effective operation of the organisation and its members through the ability to disseminate information, the ability to promote the sport and clubs and to provide members with the ability to connect with others within the organisation.

The Aveley Junior Football Club (AJFC) has an obligation to ensure that it maintains a safe physical and emotional environment for its members and this includes cyber safety and the safe and responsible use of ICT. Individual members (including registered players, parents, spectators, volunteers) also have a responsibility to use ICT in a safe and responsible way, and not bring the game into disrepute.

AJFC and its members will create a cybersafe environment by:

- Using the organisation's name, motto, crest and/or logo only in an appropriate way in line with the organisation's guidelines;
- Using the organisation's website to provide information about competitions, committees, policies, rules, social events or other important sport related issues;
- Using SMS, email, organisation sanctioned communications Apps by officials, managers, coaches etc to communicate organisation business and organisation sanctioned social events (via parents in the case of juniors);
- Using the organisation's social network pages to promote positive organisation news and events (with permission obtained from featured individual(s) and via parents for juniors);
- Ensuring content of posts or electronic communication doesn't breach any organisation policies or codes of conduct;
- Ensuring content of posts or electronic communication doesn't breach state or commonwealth law. This includes not engaging in:
 - 'sexting' where a member sends or is in possession of an inappropriate sexualised image of a person under the age of 18 years – this is a criminal offence in WA and the Police will be informed immediately,
 - Not engaging in cyber bullying, including but not limited to:
 - harassing, teasing, intimidating or threatening another person via electronic means;
 - sending or posting inappropriate digital pictures or images, email / instant /



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phone / text messages, or website postings (including social network sites ie Facebook or blogs) and is irrespective of whether the page could be viewed by the wider public or not,

Members will remain responsible for and be vigilant of the content and security of their individual accounts such as email, social networking (ie Facebook), micro blogging (ie Twitter), video sharing (ie YouTube), picture sharing (ie Instagram) and mobile phones.

Aveley Junior Football Club takes any breaches of the policy seriously. Any person (including, but not limited to, players, officials, coaches, members, umpires, spectators, and parents) or clubs who breached this policy can be called before the controlling bodies tribunal under the By-Laws and can be charged for 'misconduct of a serious nature'.

Date	Item
March 2019	Drafted
April 2019	Adopted by Committee
April 2020	Review