

# Lancefield Football Netball Club



<b>Social Media Policy</b>	Approval Date:	18-04-23
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## PURPOSE

The Lancefield Football Netball Club (LFNC) encourages interactions on social media. We currently have an active presence on the Facebook platform where the latest updates on the Club, issues, news, blogs, our upcoming events, and more are posted. Social media is not only a great way to stay up to date with developments in the club, but connects peers, players and families. This Policy is about the tools that the LFNC will use in as part of its communications. This Policy is not about the tools that individuals use in their day-to-day communication; however, the Club's Code of Conduct and players contracts will be enacted as a result of any individual issue or behaviour arising that is considered to place the Club into disrepute.

## DEFINITION

'Social Media' is a social instrument of communication – it is a two-way street that gives you the ability to communicate too. In Web terms, this would be a website that doesn't just give you information but interacts with you while giving you that information. This interaction can be as simple as asking for your comments or letting you vote on an article. Any website that invites you to interact with the site (to share information and resources; and can include text, audio, video, images, podcasts, and other multimedia communications), and could include the interaction with other visitors, falls into the definition of Social Media.

Social Media may include (although is not limited to):

- social networking sites (e.g. Facebook, Instagram, Myspace, LinkedIn)
- Social video and photo sharing websites (e.g. YouTube)
- blogs, including corporate blogs and personal blogs
- blogs hosted by media outlets (e.g. 'comments' or 'your say' feature in major newspapers)
- micro-blogging (e.g. Twitter)
- wikis and online collaborations (e.g. Wikipedia)
- forums, discussion boards and groups (e.g. Google groups)
- podcasting
- online multiplayer gaming platforms
- instant messaging (including SMS)

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## POLICY STATEMENT

The LFNC supports the following guidelines when using social media:

### Do's:

- Use common sense
- Always respect the Riddell District League, its clubs, officials, competitors, players, fans and sponsors
- Update your Team Facebook status regularly
- Share photos
- Promote positive stories about you and your club with links
- Interact with your followers and friends
- Follow each other and chat with each other
- Talk about life outside football or netball
- Have fun
- Report haters or inappropriate users

### Dont's:

- Never act like everything you upload is private
- Don't forget the Riddell District League and its club's follow you
- Don't abuse the Riddell District League, it's clubs, officials, fans, competitors and sponsors
- Never post photos that are inappropriate (i.e. over-drinking, nudity, etc.)
- Ignore haters – don't respond to them.

**Breaches of Use:** The LFNC hereby announces that it has a 'Zero Tolerance' on any breaches; there is to be no bringing the Club into disrepute, no racial and/or religious vilification; no derogatory remarks towards our Club, other Clubs, the Riddell District League, and/or individuals including. Inappropriate use of electronic communication includes but is not limited to making or posting inappropriate comments against players, clubs (ours and others), club officials, match officials, league itself or its delegates which is hurtful, discriminatory or offensive in nature.

Any person who believes that they have been the victims of inappropriate electronic communication should report the matter to any member of the Committee (either in writing or verbally) along with any evidence that may assist the LFNC in investigating the concern. The LFNC will undertake to investigate the concern at its discretion. Matters which are deemed by the Committee to be more serious in nature may be reported to external authorities (i.e. the Police). Should this need to occur, it will be done so by the LFNC Committee.

Non-compliance with the general outline above will result in disciplinary action for any violations - as

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outlined in the Club's Constitution and Club's Code of Conduct or player contracts. A rule of thumb is: "If you don't have something positive to say, then do not say anything at all."

As a player and/or member of the LFNC, it is everyone's responsibility to implement this Policy.

## **Respectful Conversations and Information**

The LFNC also recognises that as providers of information we have a duty of care to convey information to all players and members in a respectful and courteous manner -both verbally and in written form. The LFNC Committees understand and accept its responsibility to this effect; and to abide by the Club's Code of Conduct. Equally, it is imperative that all players and parents/guardians and friends also abide by the Club's Code of Conduct.

This Policy aims to provide a basis for the responsible use of Social Media (including applications such as the LFNC's Facebook and Messenger); recognise and identify the shortcomings of the use of Social Media; and to develop strategies and guidelines to mitigate against issues arising.

## **Facebook Use**

Facebook will be used as an authorised two-way communication strategy from the LFNC Committees to all players and members. All pages that represent the LFNC will be held in the name of the LFNC. Individual team & committee pages / groups will be set up by the Committee who will hold Administrative rights in the LFNCs name. Team Managers & Coaches can forward content to the Social Media Coordinator to post. The Social Media Coordinator will be the Editor. The Editor will, by Facebook definition, be able to post to the page, respond to messages, create ads & view Facebook insights to their page.

The use of Facebook will aim to:

- Use Social Media to provide immediate information to players and members;
- A quick, inexpensive and very effective way to communicate with players and members;
- Drive players and members to use the website even more than it is currently used;
- Further promote our sponsors;
- Further promote our LFNC to increase our member base (and thus increase exposure to our sponsors);
- Market club merchandise;
- Promote LFNC events; and
- Post photos and calendar events.

The team pages will be renamed annually to maintain consistency for players, and of the brand of the LFNC by the Administrators. However, as teams change, this may require players to join new pages, and will be notified by administrators and / or Editors accordingly as early as possible to ensure information between the LFNC, its officials & players is transparent.

## **Documents**

Communication Policy