



# North Beach Soccer Club

## Communication and 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 we will 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.

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.

Listed below are the electronic communication tools endorsed by NBSC



- Our website ([www.nbsc.org.au](http://www.nbsc.org.au)) will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos will be published.
- Feedback and contributions of material are encouraged to improve the information available on the site and increase its' usefulness to members.



Committee members, coaches and team managers may use SMS and email to provide information about competition, training, club-sanctioned social events and sponsor information. As a Club member you agree to receive message in this format from either the Committee, coach or manager of your team. The following guidelines are to be adhered to when sending sms or email on behalf of the Club,

- SMS messages should be short and about club/team matters only.
- Email communication will be used when more information is required
- Communication involving children will be directed through their parents.
- Phone numbers and email addresses must only be used for Club purposes (including Club related sponsorship information).
- Emails and SMS will be sent to the players registered email address or mobile number as recorded in [www.myfootballclub.com.au](http://www.myfootballclub.com.au).



The Club maintains a Facebook page and a twitter account for the purposes of encouraging our members to share club news, photos and events. Only content published on the official North Beach Soccer Club social media accounts endorsed by the Club are covered by this policy and we are not responsible for any private or non-affiliated accounts.

- 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 without prior consent..
- 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 or damage the reputation of the club

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, instant messaging or website) is a criminal offence that can be reported to the police.