



Coolbinia Bombers Junior Football Club *Communications and Images Policy (2014)*

Introduction

The club understands that the Internet and Social media are part of everyday life, and when used correctly, provide useful communication channels for our members. However we are mindful that what is posted reflects not just on the people posting but also those around them – in our case players and anyone else associated with our club.

This policy has been drafted to protect the interests of all players; the Coolbinia Bombers Junior Football Club (the Club) and its members; other participants in junior football; and the WAFC and the reputation of football in the community.

A Club member is any player, coach, manager, committee member or other Club volunteer. It also includes any parent, guardian, and family member of any of the previously listed members.

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.

Website and Social Media

Club website and Social Media publications will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.

No offensive content or photos will be published.

Images of Children

The club works with the guidelines provided by the *Department of Sport and Recreation* that recommends clubs to gain parental/guardian permission prior to using visual images of children such as photographs or video.

<http://www.dsr.wa.gov.au/support-and-advice/research-and-policies/policies/photographing-children>

Request for Consent to use images

It is acknowledged that Coolbinia Bombers Junior Football Club may use images of members in a variety of ways including to recognise milestones, inform parents and the wider community of Club matters, publicise events and to promote the Club. The Club has created and manages both a Website and Social Media Pages which may include these images.

We request your permission to use appropriate images that may be taken of your child/children whilst they are involved with club run activities. These images may appear in;

- Newsletters
- Annual Reports
- Club Website
- Club controlled social media
- Promotional material for the East Perth District Junior Council.
- Articles for the West Australian / Sunday Times / Community Newspapers.
- Team Group Photographs

In line with the Department of Sport and Recreation policy the club will ensure any images posted by the club of children that are under the age of 18, are of a general nature and shall not readily identify the club member(s).

Should any image be required to include information on the participant(s), we will request additional permission from the member (if under 18 the members parents or legal guardians) prior to publishing.

As a member of the Club consent for publishing of images shall be implied, however you are, of course, at liberty to withdraw your consent at any time by contacting the Club in writing.

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.

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.

On confirmation of a Club Member posting improper content, the club will immediately contact the member and ask for the content to be removed or, if the content is posted on a club-controlled platform, the club will immediately remove the content.

The matter will be referred to the committee of the Club who will, if necessary, gather evidence and impose a penalty. The maximum club imposed penalty is termination of membership.

The matter may be referred to the WAFC Tribunal, where fines and other suspensions may apply.

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. 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.

Before posting, general principles to keep in mind

- There's no such thing as a "private" social media or internet site. Search engines will show posts years after the publication date, even if they've been deleted. You may regret later what you post now. Remember, the web is virtually instant – content can be forwarded worldwide in seconds.
- Think about not only what you post, but your tone and the audience.
- Social media is about people not technology.
- Be responsible. Employers are now reviewing online postings before offering people jobs – you don't want anyone thinking negatively about you because of something you've posted.
- Don't react. If you feel angry or upset, delay posting until you are calm and clear-headed.
- You are personally responsible for content you publish and comments you make, so be respectful and play nice.