SM&W ROVERS FOOTBALL NETBALL CLUB INC
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SM&W Rovers Football Netball Club
SOCIAL MEDIA & COMMUNICATIONS POLICY

1. OVERVIEW

Social media and digital platforms are a significant part of our lives, offering ways to connect, share information, and build communities. At SM&W Rovers Football Netball Club, we recognise the power of these tools in strengthening our club's network and promoting our values. However, with great access comes the need for responsible usage. All players, staff, and supporters of the club are encouraged to communicate online in a respectful and positive manner, upholding our core principles:

- Respect for others
- Integrity and honesty
- Inclusiveness and diversity
- Safety and wellbeing
- Fair play and teamwork
- Focus on participation and enjoyment over winning

These values guide how we interact both online and offline as representatives of our club.

The Club acknowledges recent Australian legislation establishing a minimum age of 16 for accounts on major social media platforms. While enforcement responsibilities rest with the platforms themselves, the Club is committed to supporting families and promoting safe online behaviour in line with these national standards

2. PURPOSE

The aim of this policy is to outline best practices for using social media and digital communication platforms. They provide clarity on expected behaviour when engaging in online spaces, ensuring that the club and its members maintain a positive reputation while fostering a safe and inclusive environment.

3. SCOPE

3.1. This applies to everyone involved with SM&W Rovers Football Netball Club, including:

- Players and coaching staff
- Committee members and volunteers
- Parents, guardians, and supporters
- Any individual representing or associating themselves with the club in public or online

3.2. This policy applies to all online platforms and digital communication methods, such as:

- Social networking sites (e.g., Facebook, Instagram, TikTok, X)
- Media-sharing platforms (e.g., YouTube, live stream platforms)
- Club newsletters and websites
- Forums, blogs, and comment threads
- Direct messaging and group chats (e.g., SMS, WhatsApp, Messenger, Team App)
- Any other form of digital or electronic communication

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3.3. This Policy is to be read in conjunction with Club's related policies and procedures.

4. EXPECTATIONS FOR ONLINE CONDUCT

4.1. Positive Representation of the Club
- Always act in a way that reflects positively on the club.
- Avoid any content that could harm the club's reputation or cause discomfort to others.

4.2. Respect Others:
- Treat everyone with respect, both online and offline.
- Refrain from sharing or endorsing offensive, discriminatory, or defamatory material.

4.3. Confidentiality and Privacy:
- Do not share confidential or sensitive information related to the club, its members, or its operations.
- Do not share personal details or images of others without their explicit permission.
- Remove content upon valid privacy/consent withdrawal requests.

4.4. Endorsements and Branding:
- Do not use the club's name, logo, or branding for personal gain or to endorse products, services, or opinions without prior approval from the club committee.

4.5. Content Responsibility:
- Assume all posts, comments, and messages can be traced back to you.
- Think before you post—content should align with the club's values and avoid causing harm.

4.6. Junior Members & Age-Restricted Platforms
- Members must not encourage individuals under 16 years of age to sign up for or use age-restricted social media platforms.
- All interactions involving junior players must prioritise safety, wellbeing, and compliance with national online safety regulations

5. GOVERNANCE OF OFFICIAL CLUB PAGES & GROUPS

5.1. All official pages, groups, or forums representing the club must be authorized by the committee.

5.2. Only designated individuals may post on behalf of the club.

5.3. Ensure any content shared on official platforms is accurate, inclusive, and suitable for all audiences, and consistent with Club values.

5.4. Images or videos of children under 18 must not be shared online without the written consent of their parent or guardian.

5.5. Political, religious, or controversial content unrelated to Club activities is prohibited.

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5.6. AI-generated content (text, images, video) may be used for official Club communications only with Committee approval, and must be fact checked prior to posting.

6. GAME-DAY MEDIA & LIVE STREAMING

6.1. Committee approval is required for any live streaming.

6.2. Do not live stream junior matches without verified parental consent.

6.3. Avoid posting images of injuries, medical treatment, or private conversations.

6.4. The club may use a member's name and image for promotional and communication purposes unless consent has been withheld or withdrawn.

7. COPYRIGHT & INTELLECTUAL PROPERTY

7.1. Only share content you created or have permission to use.

7.2. Credit creators when sharing permitted content; do not remove / crop any watermarks.

7.3. Do not use copyrighted music or footage in Club videos without a valid permission.

8. CYBERBULLYING, HARASSMENT & ABUSE

8.1. Zero tolerance for bullying, harassment, threats, discriminatory remarks, or incitement of violence.

8.2. Offensive comments (i.e. that is abusive, defamatory, unsafe, or privacy-infringing) may be removed; repeat offenders may be blocked.

8.3. Serious matters will be escalated to the Committee and may be reported to authorities.

9. CONSEQUENCES OF MISUSE

9.1. The club reserves the right to investigate any reported breaches of the policy. Actions that may be taken include:

- A formal warning for minor breaches.
- Suspension of club privileges for significant violations.
- Termination of membership for severe or repeated misconduct.
- Referral to law enforcement where conduct is suspected to be unlawful or constitutes a serious breach.

9.2. If you're unsure about these guidelines or wish to report inappropriate behaviour online, please contact the club's President or a member of the Executive Committee.

9.3. The Club is not responsible for monitoring or enforcing age-eligibility for personal social media accounts. This responsibility rests with social media platforms under Australian legislation.