

VERMONT JUNIOR FOOTBALL CLUB

COMMUNICATION AND SOCIAL MEDIA POLICY



Purpose

The Vermont Junior Football Club (VJFC) recognises that social media sites like Facebook, Twitter, YouTube, Team App, Team Stuff and Instagram have become important and influential communication channels for our community and our club. To assist in posting content and managing these sites, the VJFC has developed a policy and guidelines for official and personal use of social media.

Note: This Policy is about the tools that the VJFC will use in its communication strategy. This Policy is not about the tools that individuals use in their day-to-day communication strategy; however, the VJFC's Code of Conduct will be enacted as a result of any individual issue or behaviour arising that is considered to place the VJFC into disrepute.

The VJFC's use of Social Media (and the subsequent use of Social Networking sites such as Facebook) is the main focus of this Policy document but also includes other forms of communication.

This policy applies only to the VJFC related sites and issues and is not meant to infringe upon any person's personal interaction or commentary online.

The Club's Commitment

Electronic communication is essential for sharing VJFC news and information with our members. Our communication will be timely, appropriate and related directly to club business and activities.

- Will be restricted to club matters
- Will not offend, intimidate, humiliate or bully another person
- Will not be misleading, false or injure the reputation of another person
- Shall respect and maintain the privacy of members
- Will not bring the club into disrepute.
- Coaches and others will direct electronic communication through the child's parents.

What the Club Will Do

We will use a range of electronic tools as a means of communicating with our members.

Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

An administrator is 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.

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What We Ask Our Members and Supporters to Do

The VJFC expects 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.

Newsletter

The club Newsletter will be published weekly throughout the playing season.

The newsletter is designed to provide news and information to club members and supporters.

The newsletter will contain match fixtures, match reports, club news, and calendar of events, as well as material which can be found on the club's website or social media sites.

No offensive content or photos will be published.

Acknowledgement of all club sponsors shall be contained in each edition of the newsletter. Sponsors will be afforded the opportunity to promote special offers or discounts to club members via the newsletter as part of their sponsorship agreement.

The Editor, in general, will have discretion about Newsletter content.

Website

The club website will include current information on competitions, social events, committees, policies, sponsors and current club news.

No offensive content or photos will be published.

When registering with the VJFC, members give permission to the club to publish and post images of players in its publications plus website and other digital media. If you do not wish for your child's image to be published, please notify your Team Manager immediately.

We will seek feedback from members to improve the information available on the site.

The Editor, in general, will have discretion about Website content.

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SMS/MMS, Push Notifications and Email

The club may use SMS/MMS, push notifications (e.g., via a mobile app) and email to provide information about competitions, training, club-sanctioned social events and other club business, however,

- SMS/MMS and push notification messages should be short and about club/team matters
- email communication will be used when more detailed information is required

Coaches and Team Managers may use SMS/MMS and email to provide information to their teams about matches, training, club-sanctioned social events and other club business, however,

- there should be no direct electronic communication with a child

Coaches and others who need to communicate directly with a child should (a) direct the electronic communication through the child's parents/guardians or (b) include the child's parents/guardians, a committee member(s), or other team official(s) in any direct communication with a child.

Social Media Sites

The club treats 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.

The administrators and/or editors will have the discretion to re-post any posts from club sponsors pages to fulfil requirements of sponsorship agreements.

No personal information about our club members will be disclosed.

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 the 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.

Facebook

The club's Facebook page shall be open to the public and anyone can post or add photos and videos to the page's timeline. Posts will be subject to moderation by the club's Facebook page administrators and/or editors. Only the club's Facebook page administrators and/or editors will be able to tag photos posted on the page's timeline.

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Administrators reserve the right to ban/block users from the club's Facebook page for posting content or comments that the administrators consider may harass, offend, intimidate or humiliate another person or organisation.

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 person or organisation.

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) may be considered a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person or organisation in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

The EFNL's guidelines when using social media:

DO'S

- Use common sense
- Always respect the ENFL, its clubs, competitors, players, fans and sponsors
- Tweet and update your Facebook status regularly
- Promote 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 footy
- Have fun

DON'TS

- Never act like everything you upload is private
- Don't forget the ENFL and its clubs follow you
- Don't abuse the ENFL, its clubs, fans, competitors and sponsors
- Never post photos that are inappropriate (ie drinking, nudity, etc)
- Ignore haters
- Don't respond to them.