



SOCIAL MEDIA POLICY

Purpose:

The purpose of this Social Media Policy is to provide guidelines for the use of social media sites like but not limited to Facebook, Twitter, Instagram, Youtube and email by all members of the Berwick Junior Football Club. Members include players, parents, coaches and committee members. It relates specifically to the use of social media to make comment in a context that is identifiable as being in relation to Berwick Junior Football Club. This includes comments or implied comments regarding:

- * Games or League events
- * Team or player performance
- * Individuals with direct context or mention of their role with Berwick Junior Football club such as Committee Members.
- * Berwick Junior Football Club
- * South Eastern Junior Football League

Guidelines:

Social Media is no different than a live microphone. What you post will be broadcast across a wide audience and therefore you must be mindful of how your comments will be interpreted by more than just your closest friends.

You must be prepared for your posts to be seen by the persons you are referring to, your team mates, your players, your coach, parents, siblings and of course the Committee.

Cyberbullying includes, but is not limited to, the following misuse of technology; harassing, teasing, intimidating, spreading rumors, unwanted messages, defamation, racially or threatening another person by sending or posting inappropriate and hurtful e-mail messages, instant messages, text messages, phone messages, digital pictures or images, or Web site postings eg Facebook, twitter, blogs. Club members must also be aware that postings from their individual accounts, whether done by themselves or another person will remain the responsibility of the account owner.

All comments, notes or photos on social media sites in relation to the Berwick Junior Football Club and its members are to be constructive or positive in their nature.

Use social media as a positive outlet to promote players, team mates and your club. Berwick Junior Football Club has a page on Facebook for members to interact with. Posting results and acknowledging individual and team performances on social media makes many people aware of team and individual achievements. This can have a positive effect for many people and should be used, encouraged and embraced wherever and whenever possible.

Do not tolerate or condone poor social media behaviour or actions. If you are aware or observe poor social media behaviour or actions do not accept it. This is no place for it in junior football and it will not be condoned. If the breach is serious, report it to club officials.

Your actions on social media may have serious consequences. Negative comments and images, bullying, criticism and sexist or derogatory remarks not only impact negatively on the people they are about, they reflect badly on yourself, your parents and the people you represent.

Non Compliance:

If a breach of the BJFC Social Media policy occurs, disciplinary action may be applied at the discretion of the committee to impose any sanction on any person contravening the BJFC rules and regulations on any terms or conditions seen fit or to otherwise deal with such matter in any manner they in their absolute discretion think fit. Disciplinary action may include, but is not limited to, warnings, suspensions and or banning of players, parents/guardians and is separate from any other penalty that may or may not be applied by the league or Police for the same incident.

Implementation:

All committee members will be made aware of this policy at the first committee meeting of the year.



Berwick Junior Football Club

Social Media
Ratified on: 15 June 2013

Review:

This policy is to be reviewed by the existing committee every two years to ensure that the policy is applicable to the BJFC Inc. The committee can then recommend changes that they see fit, and then ratify any changes to the policy at the next scheduled general committee meeting.