



OCEAN GROVE FOOTBALL & NETBALL CLUB

www.oceangrofefnc.vcfl.com.au

ABN 48 504 726 015

All Communications to;
The Administrator
PO Box 188
Ocean Grove Vic 3226

Purpose:

To develop a Club Policy in the use of Communication – including the use of Social Networking sites such as Facebook.

Note: This policy applies only to the Ocean Grove Football Netball Club related sites and issues; and is not meant to infringe upon any person's personal interaction or commentary online.

Scope:

Members of the Ocean Grove Football & Netball Club

Policy:

This Policy is about the tools that the Club 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 Club's Code of Conduct will be enacted as a result of any individual issue or behaviour arising that is considered to place the Club into disrepute.

The Club'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.

Procedure:

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.

- 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 junior member's parents.

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.

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.

WHAT WE ASK MEMBERS 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 sites.

HOW WILL FACEBOOK BE USED AT OCEAN GROVE FOOTBALL NETBALL CLUB?

Facebook will be used as a communication strategy from the to all players and members

Approval date: November 2014
Ocean Grove Sporting Club Inc. No. A1643K
Affiliated with the Bellarine Football League

Review date: 12 months from review



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with the aim to:

- Use Social Media to provide immediate information to players and members;
- Post photos and positive chatter about team success + calendar events.
- A quick, inexpensive and very effective way to communicate with players and members;
- Drive players and members to use the website even more than it is currently used;
- Further promote our sponsors;
- Further promote our Club to increase our member base (and thus increase exposure to our sponsors);
- Market club merchandise; and
- 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.
- 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.

Facebook will be administered by a select group of members who have been authorised to monitor messages and photos. It will be overseen by an Executive member who will also monitor content posted.

Non-compliance to the roles and responsibilities by any of our authorised administrators will result in disciplinary action for any violations.

A rule of thumb is: "If you don't have something positive to say, then do not say anything at all."

Facebook will be established with security settings that will allow the administrator remove content or block a user.

BREACHES OF USE:

Inappropriate use of electronic communication includes but is not limited to making or posting inappropriate comments against players, clubs (ours and others), club officials, match officials, league itself or its delegates – which is hurtful, discriminatory or offensive in nature.

Any person who believes that they have been the victims of inappropriate electronic communication should report the matter to any member of the Executive Committee (either in writing or verbally) along with any evidence that may assist the Club in investigating the concern.

The Club will undertake to investigate the concern at its discretion. Matters which are deemed by the Executive to be more serious in nature may be reported to the Police – should this be the case, it will be reported to the Police by the Club President.

RESPONSIBILITY:

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Ocean Grove Football Netball Club recognises the importance of dual responsibility in implementing this Policy.

Firstly, the Club will adhere to the purpose of the Club's Social Media (and Facebook page) as stipulated in this document.

Secondly, all parents and guardians have a responsibility to educate and monitor the use of Facebook by their children as recommended in this document.

Ocean Grove Football Netball Club believes that this dual approach will result in a harmonious management of the new Facebook page.

RISKS:

Ocean Grove Football Netball Club also recognises that there are risks with the introduction of any new technological initiative – to which the Club wishes to be informed of any concerns with the Social Media & Communication Policy.

Managing expectations of members of the content of Facebook is important. This is not only limited to what is excluded but also what is included. Having images of the same people could cause criticism - this will be the responsibility of the administrator of the page to ensure equity.

RESPECTFUL CONVERSATIONS AND INFORMATION:

Ocean Grove Football Netball Club also recognises that as providers of information we have a duty of care to convey information to all players and members in a respectful and courteous manner – both verbally and in written form.

The Ocean Grove Football Netball Club Executive and General Committee understand and accept its responsibility to this effect; and to abide by the Club's Code of Conduct. Equally, it is imperative that all players and parents/guardians and friends also abide by the Clubs Code of conduct.

WEBSITE

- Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos will be published.
- As part of the registration process, members sign the club Code of Conduct which included giving the club permission to publish and post images of players in its publications plus website and other digital media. If a parent does not wish for their child's image to be published, they should notify your team manager immediately.
- We will seek feedback from members to improve the information available on the site.

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.

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