



SOCIAL MEDIA & NETWORKING POLICY

The Spotswood Football Club Inc. (SFC), is committed to providing and maintaining a safe and healthy environment for all and strengthening the good reputation of Australian rules football, the WRFL football competition and the SFC within the community.

This Social Media & Networking Policy has been approved by the SFC Board and was developed to encompass any inappropriate uploads, posts, blogs and tweets that are made by any Officials, Volunteers, Members or Players on any web pages/sites, intranet pages/sites, social networking sites (e.g. Facebook, MySpace, LinkedIn, etc.), video and photo sharing sites (e.g. Flickr, YouTube, etc.), blogs, micro-blogging (e.g. Twitter), forums/discussion groups (e.g. Big Footy) and instant messaging (including SMS, Skype, Messenger, etc.).

The SFC supports the use of social media and networking sites as a means for acceptable and responsible sharing, collaboration and communication. However, all SFC Board Directors, Committee Members, Administrative Officials, Coaches, Support Staff, Volunteers, Members and Players must refrain from the use of social networking sites and social media to upload, post or tweet inappropriate and unacceptable information, photos, videos, etc. that may:

- Threaten, disparage, vilify or insult another person on any basis, including but not limited to, a person's race, religion, colour, descent or national or ethnic origin.
- Indicate unwelcome or unsolicited sexual remarks, smutty jokes, requests for sex, or the display of offensive materials such as pictures, posters or computer graphics.
- Unfairly or unreasonably offend, humiliate, intimidate, belittle, undermine, scare, exclude, bully or embarrass anyone it is directed at, or anyone who reads/views it.
- Criticize or abuse any umpires or officials with regards to impartiality, fairness or integrity.

If a person believes they have been a victim of a breach of this Social Media & Networking Policy, then they may make a formal complaint outlining the circumstances of the allegations made against the person.

- Any complaints must be made in writing and forwarded to the SFC Board (who will nominate an officer).
- Upon receipt of any complaint, the SFC Board will provide the accused person(s) with an opportunity to respond to the complaint (also in writing).
- The SFC Board may also choose to obtain written statements from any available witnesses or obtain recorded or documentary evidence as may be available.

Any knowledge of, or breaches to, this Social Media & Networking Policy may involve attendance by the relevant parties at an internal hearing convened by the SFC Board, where further evidence and reports may be sought and judgments delivered which may include; a written warning, suspension, deregistration, membership cancellation, fines or referral to relevant authorities.

The SFC Board will also have at its discretion, the right to offer, request or require attendance by the relevant person(s) to an approved counselling and/or approved education program. Any and all particulars of a complaint and the hearing process will at all times remain confidential.

All official use of social media and networking sites for and on behalf of the SFC must be approved by the Communications Co-ordinator and all official media releases must be approved by the SFC President or nominee.

0	26.03.12	Issued for Use	R. Gardiner	A. McLaren	A. Given
Revision	Issue Date	Description	Originator	Checker	Approver