



Waverley Park Hawks Junior Football Club Inc.

(formerly the Waverley Panthers)

A Member of the South Metro Junior Football League and a Hawthorn
Football Club Affiliated Club

Postal Address:
PO Box 3269
Wheelers Hill Victoria 3150

Ground Locations:
Columbia Reserve, Columbia Drive
Wheelers Hill

Wellington Reserve, Mackie Road
Mulgrave

ABN: 14 775 166 033
www.wphawks.org.au

Communication and Social Media Policy

1. The Club's Commitment

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

2. 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.

Administrators and editors will be appointed to provide accountability and control over material published in the club's newsletter, on our club's website, mobile app and any related discussion groups or social media websites, such as Facebook, YouTube or Twitter. These administrators and editors will consist of at least one Executive Committee member.

3. 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.

4. 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.

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

5. 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.

6. 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.

6.1. Facebook and Instagram

The club's Facebook and Instagram pages 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 and Instagram page administrators and/or editors. Only the club's Facebook and Instagram page administrators and/or editors will be able to tag photos posted on the page's timeline.

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

7. Photographs

When registering with the club, members consent to the club using their name or image (including photographs) in any form or medium for general marketing and promotion of the club.

If a member does not wish to consent to their image in any form or medium to be used for general marketing and promotional activities, they must advise the Club in writing via the Club Secretary.

8. What We Ask Our Members and Supporters to Do

The club 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.

9. 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.