

## SAMPLE POLICY

# Communication Policy

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### 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.

### 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.

A Webmaster / Social Media Coordinator will be 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, Instagram, Twitter etc.

### Website

- Our website will include current information on competitions, social events, committee, policies, constitution, rules and by-laws.
- No offensive content or photos will be published.
- If we intend to publish a photo of a child, we will first seek permission from his or her parents / guardians and take care not to provide identifying information.
- We will seek feedback from members to improve the content available on the website.

### SMS and email

Committee member, coaches and team managers may use SMS and email to provide information about competitions, 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 minors will be directed through their parents / guardians.

## Social Media

- We treat all social media postings, blogs, status updates and tweets as 'public comment'.
- Postings (written, photos or videos) will be appropriate 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.

## What we ask you to do

We expect our members to conduct themselves appropriately when using electronic communications 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 be offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.
- 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.

Coaches and others who work with children and young people must direct electronic communication through the child's parents.

## Non-compliance

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that offend, harass, discriminate, embarrass, intimidate, bully or are sexually explicit, hateful, racist, sexist or otherwise inappropriate.

Under certain circumstances, cyber bullying (eg bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person on social media (eg Facebook, Instagram, Twitter etc) may be liable for defamation.