



# HAMPTON ROVERS

## AMATEUR FOOTBALL CLUB

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## Communications Policy

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### Rationale

By registering to play football with Hampton Rovers Amateur Football Club, players agree to be bound by the Rules, Regulations and Policies of the Hampton Rovers Amateur Football Club, the South Metro Junior Football League (SMJFL) & AFL Victoria.

### Our commitment

Electronic communication is essential for sharing club news and information with our members to share information with the Club. All members and officials 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.

An appointed webmaster, and their delegate have been 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, YouTube or Twitter.

### 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.
- If we intend to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide identifying information.
- 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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### Social media websites

- 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.

### What we ask you to do

We expect our members to conduct themselves respectfully and appropriately when using electronic communication to share information with other members or posting material on public websites connected to the club. We ask that the use of 'cc' and 'reply all' be limited to only the sharing of club operational matters.

Electronic communication:

- should be restricted to club matters
- must not offend, intimidate, humiliate, harass or bully another person
- must not be misleading, false or injure the reputation of another person
- should respect and maintain the privacy of members
- should show respect and courtesy at all times
- 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.

Where a member has a grievance, they are instructed to refer to the grievance policy for the correct process for raising it and having it managed by the HRFC.

### 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 member, as outlined in our Coaches Code of Conduct, Member Code of Conduct and Parental Responsibilities Policy.



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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) is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

### Timing

This policy was updated with 'nil' objections in February 2014 via circular ratification by the Hampton Football Club Board Members and is effective from 10/02/2014.

### Policy Review

The policy will be reviewed three months after its introduction and then on an annual basis thereafter. This will ensure that the policy remains current and practical.

### Document Control

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### Document History

	Version	Date	Accountable
Newly Created Policy	1.0	1/2/14	Risk Manager

Reference: Play by the Rules <http://www.playbytherules.net.au/toolkits/social-media-toolkit>