

Officer Kangaroos Junior Football Club

Communications Policy

Our commitment

Electronic and printed 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 will use a range of electronic and printed tools to communicate with our members.

Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

Our Committee Members, Football Operations, Team Managers, Coaches and others who work with children and young people will direct electronic communication through the child's parents only.

Website

A webmaster will be appointed to provide accountability and control over material published on our Club's official website.

Our website will include current information on competitions, social events, club sponsors, committee personnel, policies, constitution, rules and by-laws.

- No offensive content or photos will be published;
- Publishing of any images of players will meet our photography guidelines (see below).

SMS, Email & Print

Committee Members, Football Operations, Coaches and Team Managers may use SMS (includes WhatsApp, Messenger and other texting platforms), Email and Print 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.

Social Media (Facebook, TeamApp, Instagram, Twitter & Blogs)

There will be a Club appointed administrator(s) of the approved Club Facebook, Instagram & TeamApp pages including a minimum of two Executive team members who will be friends of any Facebook page or group.

We treat all social media postings, blogs, status updates and tweets as public "comment". Therefore:

- Posts (written, photos or videos) will be family-friendly and feature positive club news and events;
- Personal information about our members will not be disclosed;
- We will not publish statements that are misleading, false or likely to injure a person's reputation;
- Publishing of any images of players will meet our photography guidelines (see below).

Photography & Filming

In Australia, there are no laws specifically prohibiting photographing and filming people (including children) in public places. The laws around governing the taking of photograph(s) and filming exist to safeguard the privacy and safety of people (including children) from the inappropriate use of their image without placing undue restrictions on legitimate activities.

- Photos you take should be predominately of your child only;
- Parents will be allowed to post photographs to our closed Facebook page only (not the public page). These photographs will first be approved by the Club appointed administrator of the site;
- On occasions, photos of players registered at our Club may be published on our Club website or used at end of season presentation days;
- The Club will not include any personal details (including surname, address or contact details) with any photographs it uses.

Important: If parents/guardians DO NOT wish for their child's photo to be used by the club please email secretary@okjfc.com.au advising the Club of your request in writing.

If any of our parents or guardians have any concerns during match day around the photography or filming of children please make direct contact with the match day official who will be easily identified as they will be wearing a high viz vest clearly marked, "Match Official".

What we ask you 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 websites connected to the club.

Electronic communication:

- Should be restricted to club matters;
- Should respect and maintain the privacy of members;
- Must not offend, intimidate, humiliate or bully another person;
- Must not be considered misleading, false, defamatory, libelous or possibly injure the reputation of another person.

We will not tolerate abusive, discriminatory, intimidating or offensive statements. Offending posts will be removed and those responsible will be blocked from the site(s).

We also ask that:

- Your posts and comments (written, photos or videos) will be family-friendly and positive;
- Do not post multiple versions of the same view to the our social media channels or make excessive postings on a particular issue;
- Do not promote commercial interests in your posts to our social media channels.

Non-compliance

Members may face disciplinary action for failing to adhere to the Clubs Communications Policy and be in breach of the Clubs Code of Conduct. Under certain circumstances, cyber bullying is a criminal offence that can be reported to the police.

OKJFC Communication Policy Version August 2018.