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## LRFC.POL.010

## COMMUNICATION POLICY

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### 1. Purpose

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

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### 2. Requirements

All players, parents or members of the LRFC Inc. are required to read and understand the implications of this policy.

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### 3. Procedure

We use a range of electronic tools to communicate with our players, parents or members. Our or ensure that bullying and harassment does not occur. A webmaster and the LRFC Committee will 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 or links to competitions, social events, committees, policies, constitution and rules.
- 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 players, parents or 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.

#### Social Media sites

Social Media sites such as Facebook, MySpace, Twitter, Flickr, LinkedIn, YouTube, as well as Forums and Blogs are exciting new avenues expressing creativity, and sharing interests and knowledge. Participation in these online communities is therefore supported. However, over a number of years there have been repeated incidents where online discussions and posting of online content have caused distress to individuals or groups and has detracted from the community's and Clubs overall enjoyment of Football.

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- We treat all social media postings, blogs, status updates and tweets as public 'comment'.



## Club Policy

- Postings (written, photos or videos) will be family-friendly and feature positive club news and events.
- No personal information about our players, parents or 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 and will face disciplinary procedures which could include passing these statements onto relevant authorities.
- LRFC wishes to operate in an environment where people show respect for others and their property. Respect is defined as consideration for another's physical and emotional wellbeing and possessions, to ensure no damage or deprivation is caused to either.
- LRFC wishes to operate in an environment that is free from harassment. Harassment is defined as any action directed at an individual or group that creates a hostile, intimidating or offensive environment. (Refer to Australian Sports Commission Guidelines for Harassment-Free Sport).
- LRFC wishes to operate in a non-discriminatory environment. Respect the right, dignity and worth of every human being - within the context of the activity; treat everyone equally regardless of gender, ethnic origin or religion.
- LRFC requires all players, parents or members to take responsibility for their own words and for the comments allowed on their sites or forums.
- LRFC players, parents or members will not post unacceptable content, and will delete comments that contain it. Unacceptable content is defined as anything included or linked to that:
  - is being used to abuse, harass, stalk or threaten others
  - is libellous, knowingly false, or misrepresents another person,
  - infringes upon a copyright or trademark
  - violates an obligation of confidentiality
  - violates the privacy of others
- LRFC players, parents or members don't post anything online that they wouldn't say in person.
- LRFC strongly discourages personal attacks. When someone is publishing comments that are offensive, players, parents or members will report this to the Club.
- Anonymous comments are discouraged. All content posters should be required to supply a valid email address before they can post, authorized posters may identify themselves with an alias, rather than their real name.
- LRFC encourages all players, parents or members to "think before posting". Players, Parents or Members should recognize that even if posting to a private section of a social networking site comments can appear in public areas through a variety of means and can easily be found. Players, parents or Members should avoid posting something they will regret now or later.



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#### **4. Accountabilities**

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Read Policy – Members, junior players and Parents (Under 18years) or Players (Over 18 years)

##### **Players, Parents or Members.**

We expect our players, parents or 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 other players, parents or 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.

##### **Players, Parents or Members Non-compliance**

Players, Parents or Members may face sanctions or disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another player, parent or member, as outlined in our LRFC Terms and Conditions, FFA Respect - Code of conduct, My Football Club Terms and Conditions, Code of Behaviour Policies or the National Members Protection Policy.

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, players, parents or 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.

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#### **5. References**

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<http://www.myfootballclub.com.au/index.php?id=172>  
[2016 Rego Fee Analysis Final LRFC Terms and Conditions](#)  
[FFA Code of Conduct](#)  
[Joint Codes of Behaviour Policy](#)

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#### **6. Control and Revision History**

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<b>Property</b>	<b>Value</b>
Approved and Controlled By	LRFC Committee
Effective Date	26/02/2016
Review Date	01/02/2017