

Bonbeach YCW Junior Football Club Inc. Number A0013472J
Bonbeach YCW Junior Sports Club ABN 22 533 620 715

99 Scotch Parade Bonbeach
PO BOX 42 Chelsea 3196
<https://goo.gl/maps/afcBb2PPQWE2>



SOCIAL MEDIA POLICY

Purpose

The purpose of this Social Media Policy is to provide guidelines for the use of social media platforms including but not limited to Facebook, Twitter, Instagram, WhatsApp, YouTube by all members of the Bonbeach YCW JFC. Members include players, parents and guardians, coaches, volunteers, and committee members. It relates specifically to the use of social media to make comment in a context that is identifiable as being in relation to Bonbeach YCW JFC. This includes comments or implied comments regarding:

- Games or League events
- Team or player performance
- Individuals with direct context or mention of their role with Bonbeach YCW JFC such as Committee Members
- Bonbeach YCW JFC
- Frankston District Junior Football League

Bonbeach YCW JFC administers and moderates both 'members only' (for registered members), and public pages on social media platforms, including Facebook.

The Club's 'members only' page is used to facilitate information-sharing and communication with our members to ensure our players and their families have the information they need to maximise their involvement in, and enjoyment of, junior football, at Bonbeach YCW JFC. Membership of the Club's 'members only' social media pages will be updated at the beginning of each season and as required thereafter, to align with player registrations for the current season.

Guidelines

Social Media is no different to a live microphone. Content (comments, photos, images, emojis etc) that a member posts, will be broadcast to a wide audience and therefore members must be mindful of how their posts may be interpreted by more than just their closest friends. Members must be prepared for their posts to be seen by the persons they are referring to and other members including teammates, players, coaches, parents and guardians, siblings and the Committee. The Club's Codes of Conduct apply to use of social media.

Club members must also be aware that posts from their individual accounts, whether posted by themselves or another person will remain the responsibility of the account owner.

Before using Social Media, the Club encourages all members to ask themselves the following questions:

1. Am I revealing any sensitive or confidential information?
2. Would I want my Club, Coach, team, family or friends to see this?
3. Will I regret my actions?
4. Could this negatively impact the reputation of the Club, Frankston & District Junior Football League or AFL South East?
5. Could this be seen as inappropriate, discriminatory, defamatory or in breach of any laws?

(Source: [National Community Football Policy Handbook, March 2024](#))

When engaging with social media platforms and online content related to Bonbeach YCW JFC, members are expected to:

- Ensure their comments, notes or photos on social media platforms in relation to the Bonbeach YCW JFC and its members are respectful and are constructive or positive in their nature.
- Use social media positively to promote players, teammates and the Club.
- Not tolerate or condone disrespectful, inappropriate or offensive behaviour or actions on social media. If you are aware of or observe disrespectful, inappropriate or offensive behaviour or actions on social media, do not accept or condone it. There is no place for it in junior football. If the behaviour or action is serious, report it to club officials.

Members must not use social media to:

- post or engage with (e.g. like, comment on, share, forward) material that is offensive, obscene, disparaging, defamatory, threatening, harassment, bullying, discriminatory, homophobic, hateful, racist, sexist, infringes copyright, or is otherwise unlawful;
- talk negatively about the Club;
- represent a personal view as that of the Club;
- bring the Club's brand and reputation into disrepute;
- access, download or transmit any kind of intimate or sexually explicit material, violent and/or graphic images;
- breach the reasonable expectation of privacy of a person.

(Source: [National Community Football Policy Handbook, March 2024](#))

The behaviours listed above are not only harmful to the person/people/club targeted, they also reflect badly on the person engaging in the behaviour/s, their family and the people they represent.

Serious online abuse can be reported to the eSafety Commissioner www.esafety.gov.au
Serious online abuse is when the internet is used to send, post or share content that is likely

to harm the physical or mental health of the person targeted. This includes: cyberbullying of a child or young person (under 18); adult cyber abuse (18 years or older); image-based abuse (sharing or threatening to share, an intimate image or video without the consent of the person shown). The harmful content could be a post, comment, text, message, chat, livestream, meme, image, video or email. It can be sent or shared via an online or electronic service or platform. (Source: [eSafety Commissioner](#))

Non-Compliance

If a breach of the Bonbeach YWC JFC Social Media policy occurs, disciplinary action will be applied at the discretion of the committee to impose any sanction on any person contravening the Bonbeach YWC JFC rules and regulations on any terms or conditions seen fit or to otherwise deal with such matter in any manner they in their absolute discretion think fit. Disciplinary action may include, but is not limited to, warnings, suspensions and or banning of players, parents/guardians and is separate from any other penalty that may or may not be applied by the league or Police for the same incident.

Implementation

All committee members will be made aware of this policy at the first committee meeting of the year. Members will be made aware of the Club's Social Media Policy via club communication channels at the beginning of each football season and periodically thereafter. The policy can be accessed on the club website [Club Policies | Bonbeachycwfooty](#)

Review

This policy is to be reviewed by the existing Committee annually to ensure that the policy is applicable to the Bonbeach YCW JFC. The Committee can then recommend changes that they see fit, and then ratify any changes to the policy at the next scheduled Committee Meeting.

Date of last review: April 2024