



Mt Gravatt Australian Football Club Inc (MTGAFC) Communication and Social Media Policy

1. Purpose

This policy outlines the expectations, standards, and guidelines for communication and social media use by all members, players, volunteers, coaches, officials, and families of **Mt Gravatt Australian Football Club Inc (MTGAFC)**.

It aims to promote respectful, consistent, safe, and professional communication while protecting the wellbeing and privacy of all participants.

2. Scope

This policy applies to all individuals associated with MTGAFC, including:

- Club members
- Players
- Coaches and team staff
- Volunteers and committee members
- Parents/guardians when representing the club

It covers all forms of communication including verbal, written, electronic, and social media platforms.

3. Communication Principles

All communication associated with MTGAFC must be:

- Respectful, inclusive, and supportive
- Clear, accurate, and relevant to club activities
- Timely and appropriate
- Consistent with the values of MTGAFC, including respect, sportsmanship, effort, and teamwork

Members must not engage in communication that is offensive, discriminatory, abusive, misleading, or damaging to MTGAFC or its members.



4. Official Club Communication Channels

Mt Gravatt Australian Football Club Inc utilises the following primary communication channels:

- Email
- Club management app (Spond – [Senior Teams](#), [Junior Teams](#))
- Official club website (mtgafc.com)
- Approved social media platforms ([Facebook](#), [Instagram](#), and [TikTok](#))

4.1 Club Management App (Spond)

- MTG AFC uses Spond as the primary platform for team communication, scheduling, and event management.
- Teams must not use alternative messaging apps unless approved by MTG AFC.
- Players will be added to the appropriate groups during registration.

Families must ensure Spond is set up correctly:

- A minor's account must be created in the player's name.
- A parent/guardian must be listed as the guardian on the account.
- Parent/guardian contact details (email and mobile) must be included to ensure all communications are received.

This process supports MTG AFC's Child Safety requirements by ensuring parents/guardians are aware of all communications involving their child.

Where possible, both parents/guardians should be linked to the one player account. Multiple accounts for the same player are not permitted.

Any minor requesting access to Spond without parent/guardian details will not be approved by MTG AFC.

4.2 Email Communication

- Email is the secondary method for formal communication and newsletters within MTG AFC.
- Bulk emails must use BCC (Blind Carbon Copy) to protect member privacy.



5. Social Media Use

5.1 Personal Use

Members of MTGAFC are responsible for their own social media activity and must:

- Act respectfully and responsibly when referencing MTGAFC
- Ensure content aligns with club values
- Not share confidential or sensitive information
- Understand that their online behaviour reflects on MTGAFC

5.2 Acceptable Use

Social media may be used to:

- Share team updates, achievements, and positive experiences
- Promote MTGAFC events and engagement
- Celebrate players, teams, and volunteers

5.3 Prohibited Content

The following is strictly prohibited for all MTGAFC members:

- Bullying, harassment, or intimidation
- Racial, discriminatory, or offensive language or imagery
- Negative or inappropriate commentary about players, coaches, officials, or opponents
- False or misleading information
- Content that breaches privacy or confidentiality
- Sexually explicit, illegal, or gambling-related content

6. Communication with Players (Child Safety)

- Coaches, managers, and officials at MTGAFC must not initiate direct one-on-one communication with junior players via private messaging or social media.
- All communication with junior players must include a parent/guardian or occur via approved group communication channels.
- If a junior player contacts a coach directly, responses must remain appropriate and include a parent/guardian in any follow-up communication.



7. Group Communication Standards

- All group communication platforms used by MTGAFC must be accessible to parents/guardians where minors are involved.
- Groups must be administered by approved adults (e.g. coach or team manager).
- MTGAFC committee members may be granted access for oversight where required.
- Only relevant participants (players and their families) are to be included in team groups.

8. Privacy and Confidentiality

- Personal information of MTGAFC members must not be shared without consent.
- Internal matters (e.g. team selection, injuries, disputes) must not be discussed publicly.
- Members must respect the confidentiality of MTGAFC operations and individuals.

9. Photography, Media and Content Sharing

- Images and videos shared must reflect MTGAFC in a positive manner.
- Consent must be respected.
- Surnames of players under 18 years of age, should not be used.
- Players over 18 & Parents/guardians of players under 18 years of age may request that their/their child's images/name are not used.
- Those who wish for their image, name, footage or likeness not be used, must notify MTGAFC in writing via this [form](#).

10. Intellectual Property and Branding

- MTGAFC logos, branding, and imagery must not be used without prior written approval from the club.

11. Compliance with Laws

All MTGAFC members must not post or share content that is illegal, defamatory, misleading, or in breach of any applicable laws or regulations.



12. Non-Compliance and Disciplinary Action

Failure to comply with this policy may result in disciplinary action by MTGAFC, including but not limited to:

- Verbal or written warnings
- Removal of content
- Suspension or termination of membership

Serious matters, including cyberbullying, may be referred to relevant authorities.

13. Related Documents

For further information relating to Youth & Junior Terms & Conditions of Registration, refer [here](#):

14. Policy Review

This policy will be reviewed periodically by MTGAFC to ensure it remains current, effective, and aligned with best practice and governing body requirements.

15. Agreement

By registering with Mt Gravatt Australian Football Club Inc, all members (and parents/guardians where applicable):

- Acknowledge and agree to adhere to this Communication and Social Media Policy
- Agree to comply with all related governing body policies and terms and conditions

Participation in Mt Gravatt Australian Football Club Inc, constitutes acceptance of this policy.

Last Reviewed; 5 April 2026

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