



POLICY

POLICY OVERVIEW + PURPOSE:

Mt Gravatt Vultures JAF (MGJAF) understands that modes of communications are constantly evolving. MGJAF wish for their interactions on social media to commit to honour a high level of community engagement that strives to provide a safe, friendly, engaging environment for young footballers & their families. At all times we will honour the club's Vulture Culture ethos of Respect + Sportsmanship, Effort + Teamwork.

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. This policy assists to establish a culture of openness, trust + integrity in all online activities related to MGJAF.

MODES OF COMMUNICATION

Email – The club utilises email as the main method of on-line communication. Families will receive newsletters during the season to keep them up to date with events & game day information. This information will be mirrored through the Facebook page & other platforms.

Coaches, Managers, club officials, players & parents are encouraged to utilise email as a first point of communication. This respects the fact that not all families & players are on social media platforms & is a fast and easy way to get information out to the players & their families.

Facebook – The Club operates a Facebook page & encourages teams to utilise closed Facebook groups to help transmit information. Team closed groups must operate under the same principles & guidelines as the MGJAF general Facebook page. The team closed group may be used for; posting photos, training + match information, volunteer engagement & the disbursement of club information.

Guiding principles

All MGJAF social media pages & the individual team group pages will not be used to:

- Racially abuse and/or vilify someone
- To bully a parent or team members
- For inappropriate commentary on a players' performance in a game
- To denigrate other teams, umpires, the league or players.
- Disseminate discriminatory, defamatory, abusive or objectional language in the content.
- The page will not spread or propagate images of any implied or sexually explicit nature, or be used to promote gambling or gambling websites.

In time, the club may look to further utilise other social media platforms and/or website. The general principles listed above will apply to all aspects of online communication & promotion.

COMMUNICATION WITH PARENTS + PLAYERS

Due to requirements under child protection the club requires that coaches, managers & other club officials (such as Umpire Coordinator & Coaching Coordinators) WILL NOT instigate direct contact with players through text, social media or instant messaging. Any messages to players need to be made either at training or through email with the parents/guardians copied into the email. The club understands that players may contact coaches or managers directly on text or instant messaging to alert them to an injury or an inability to attend training or a game. If this occurs the coach/manager need only respond with an acknowledgement – all other communication needs to be copied to the parents. This is to protect the coach/manager and club officials ensuring that all communication is open & respectful.

All group pages/apps are open to all team members & their parents &/or carers. Player participation in these groups should be done with parental knowledge & approval, and only included when of legal age. Players + parents from outside the playing group will not be in the group. These team



SOCIAL MEDIA

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pages are to be administered by a limited number of adults (for example coach + manager). Members of the club committee & an impartial third party will also be given administration access to help monitor the flow of information.

GAME DAY + TRAINING PHOTOS

Teams are encouraged to share photos of the team in action. This can be shared on the MGJ AFC page and on the team page. The club will share post photos of players in action from all age levels. If parents do not wish for their child's photo to appear, they should contact the MGJ AFC President to ask that their photo not be displayed.

COMPLYING WITH APPLICABLE LAWS

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

ABIDING BY COPYRIGHT LAWS

It is critical that you comply with the laws governing copyright in relation to material owned by others and MGJ AFC's own copyrights and brands.

CONSCIENTIOUS BEHAVIOUR AND AWARENESS OF THE CONSEQUENCES

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put you and/or MGJ AFC at risk. You should always follow the terms and conditions for any third-party sites in which you participate.

BRANDING AND INTELLECTUAL PROPERTY

You must not use any of MGJ AFC or AFLQ SEQ Juniors' intellectual property or imagery on your personal social media without prior approval from MGJ AFC or AFLQ SEQ Juniors. Intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on MFGJ AFC or AFLQ official social media sites or website.

FAILURE TO COMPLY WITH THE SOCIAL MEDIA POLICY

Failure to comply with the social media policy or inappropriate use of social media by club members, coaches, managers, parents and/or players, can lead to sanctions such as, but not limited to suspensions. Breaches or complaints should be brought to the Committee's attention through mtgravattjuniors@aflbj.com.

The MGJ AFC Social Media policy further incorporates and follows the Social Media & engagement policies from AFLQ, as detailed on their website.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.