



Mornington Peninsula Athletic Club

COMMUNICATION & SOCIAL MEDIA POLICY

Our commitment

Electronic communication and social media is essential for sharing club news and information with our members. Our communication and use of social media will be timely, appropriate and related to club business.

What we will do

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

We will ensure that

- Postings (written, photos or videos) will be family-friendly and feature positive club news and events.
- No personal information about our members will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.

A webmaster will be appointed to 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 on upcoming competitions, competition results, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos will be published.
- Photos of club members will be published on the club website. If you do not wish photos of yourself or your child under the age of eighteen to be published in the future then please contact the club Secretary.
- We will seek feedback from members to improve the information available on the site.



Facebook

- We also use Facebook to update members with current information on upcoming competitions, competition results and social events.
- The club's Facebook page is also used to seek information from club members as to whether they are available to compete in particular events (eg relays), are attending a social event or wish to reserve a spot on a team bus if one has been hired to transport club members to an event.
- Photos of club members will be published on the club Facebook page. If you do not wish photos of yourself or your child under the age of eighteen to be published in the future then please contact the club Secretary.
- Club members may post replies on the club's Facebook page but are required to adhere to the terms of this Policy when doing so.

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 provided however that committee members, coaches and team managers may exercise their discretion to respond in a brief and appropriate manner to any requests for information from children regarding event or registration matters.

What we ask you to do

Social media websites

- We treat all social media postings, blogs, status updates and tweets concerning the club or club members as public 'comment'.
- 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 sites over which the club has control.

We expect our members to conduct themselves appropriately when using electronic communication or social media 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 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.

Non-compliance

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our member protection policy or code of conduct.

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, 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.