



Social Media

The Donvale Football Club adheres to the EFL and AFL Community Club guidelines relating to Social Media, which can be found at aflcommunityclub.com.au/Administrators/Policies&Guidelines/OtherNationalPolicies

1. Introduction

The Donvale Football Club (the Club) acknowledges that Social Media has increasing prevalence in both the professional and private lives of its Members.

The Club recognises the value in using Social Media to build more meaningful relationships with players, supporters, communities and other relevant stakeholders.

Social Media offers the opportunity for people to gather in an online environment of shared interest and create, share or consume content in ways that can be beneficial for community football. It also has become a key information source for many people.

Where Social Media differs from most other forms of traditional media is the ability to engage in true two-way communication and for virtually anyone to participate in and contribute to the content.

Therefore, this policy has been created to ensure that members of the Club who use Social Media have information to support responsible use where the Club's business is involved, including its services, its people, its sponsors, and / or other business related to individuals or organisations.

2. Definitions

Cyber Bullying – refers to the use of the Internet and related technologies to harm other people, in a deliberate, repeated, and hostile manner.

Members include:

- a) Players
- b) Parents of players
- c) Coaches, assistant coaches, trainers
- d) Committee members, and
- e) Any other persons involved with the Club



Social Media includes:

- a) External and internal social networking sites (e.g. Facebook, Instagram, Twitter, Linked In, MySpace and Yammer);
- b) Video and photo sharing websites (e.g. Flickr, YouTube);
- c) Micro-blogging sites (e.g. Twitter);
- d) Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications (e.g. 'comments' or 'your say' feature on theage.com.au);
- e) Forums and discussion boards (e.g. Whirlpool, Yahoo! Groups or Google Groups);
- f) Online encyclopaedias (e.g. Wikipedia);
- g) Instant messaging (including SMS);
- h) Podcasting; and
- i) Any other website that allows individual users or companies to post comments to the web.

3. General Conditions of Use

It is expected that members of the Club and any other person involved in the Club will:

- Use Social Media wisely,
- Ensure comments are respectful of the community in which members are interacting online,
- Respect the rights and confidentiality of others
- Use common sense
- Always respect the Club, the EFL, its clubs, competitors, players, fans and sponsors
- Tweet and update your Facebook status regularly
- Promote stories about you and your club with links
- Interact with your followers and friends
- Follow each other and chat with each other
- Talk about life outside footy
- Have fun

It is also expected that members of the Club and any other person involved in the Club will NOT:

- Falsely represent another person
- Bully, intimidate, abuse, harass or threaten others
- Make defamatory comments
- Use obscene or offensive language towards others
- Post content that is hateful, intimidating, racist, sexist, threatening, pornographic or incites violence against others
- Harm the reputation and good standing of the Club or those within our community
- Make negative comments that can be linked to the Club, a member of the Club, its sponsors, or the EFL and its clubs
- Make comments that will contravene the Club's existing policies, such as the Codes of Conduct or the Vilification and Discrimination Policy
- Use club social media for personal profit or gain unless part of a club approved sponsor promotion



4. Other Information

The Club have assigned and authorised some committee members to manage its Facebook account, and only these authorised persons are permitted to make official comments on-line on behalf of the Club.

The authorised committee members are also appointed to monitor the social media content that is posted on the Club's Facebook page.

5. Breaches of this Policy

Suspected breaches of this Policy can be, in the first instance, raised and discussed with a Team Manager, Committee Member, Secretary, Treasurer or Club President.

A breach of this Policy will be dealt with on a 'case by case' basis.

A breach of this Policy may also mean that other Club policies have been breached. Again, the matter will be dealt with on a 'case by case' basis.

Any reports of Cyber Bullying and other technology misuse will be investigated fully and may result in notification to Police and / or a Club imposed ban.

The EFL board also has powers to review matters of behaviour that it considers to be conduct unbecoming of a member, player or official. This includes behaviour on the internet and its social media platforms. Any matters brought to the attention of the EFL will be dealt with accordingly.