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# CRANEBROOK UNITED SOCCER CLUB

## COMMUNICATION POLICY

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### **Our commitment**

Electronic communication is essential for sharing club news and information with our members. The Club recognises the value of such forms of electronic communication as a method of communication with club members. It recognizes that many individual members prefer electronic communication forms and as such, has taken steps to adopt this as its primary form of communication. The Club will continue to maintain and grow its presence in this area.

Consequently guidelines outlining what is acceptable behaviour in club representation using electronic communication have been established. It accepts that all communication must be timely, appropriate and related to club business.

### **What we will do**

The Club will use a range of electronic tools to communicate with our members.

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

Club committee members 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.

### **In general:**

- The use of the Club's name, logo, team names, club abbreviation, or colours is not permitted by unauthorised people.
- References must be related to Club activities only and be of an anonymous nature.
- Issues relating to grievances that have been or are being investigated by the Club committee or a governing body cannot be made reference to on social media sites.

### **Website**

- Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos will be published.
- If the Club intends to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide identifying information.
- The Club will seek feedback from members to improve the information available on the site.

### **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.

### **Social media websites**

- The Club will treat all social media postings, blogs, status updates and tweets as public 'comment'.
- 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.
- 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 the site.

## **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 Code of Conduct.

The individual/group may be asked by the club committee to remove the post or information. If an individual/group refuses to remove a post or information when requested, the Club will consider further action or combinations of further actions. These may include:-

- issuing a suspension from club activities.
- being required to apologise to team-mates, the other team, referee or team officials.
- receiving a formal warning from the club committee.
- suspending the process of dealing with investigative, internal issues brought before the club committee.
- refusal of reregistration with the Club.
- being required to leave the Club.

The Club may seek further outside action or advice in regards to defamation of the Club or advise individuals to do likewise.

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.

## **Only Club Matters**

It is important to acknowledge that any matter that does not relate directly to the Club or that originates from outside of the club environment, will not be dealt with by the Club who reserves the right to refuse involvement or refer matters to the correct authorities.