



Sunbury United Social Media Policy

PURPOSE

To ensure that all members and associates of the club understand the club rules on the appropriate use of its social media and the consequences of inappropriate use.

POLICY

Sunbury United Football Club Committee is committed to keeping everyone associated with the club informed about club matters and to provide up-to-date details of forthcoming events, competitions, schedule changes etc. To achieve this Sunbury United Football Club has developed a Facebook page. This page is to be used for the above purpose only and is not a mechanism for members to hold discussions or for members to post comments.

POLICY STATEMENTS

- The Club will attempt to keep its Facebook (or other source) current and informative as a service to members
- The Club will from time to time, use the Facebook page to present members with sponsor information and special deals. This will not be offered to sponsors related to the sale of alcohol or junk food outlets
- The Club will nominate a responsible person to manage the private page who will not enter into any discussion using the club page. Any discussions or postings are to be conducted outside of the club page
- The nominated person will be required to report any inappropriate use of the Facebook page to the Committee
- The nominated administrator will have the right to deny access to any person who is not associated with the club
- The nominated administrator will also have the right to block access to any person who misuses the page

DETAILS OF INAPPROPRIATE USE OF TECHNOLOGIES

- Posting inappropriate comments or images on the club page – this is an information dissemination site only and any inclusions must be emailed to the nominated administrator
- Creating or exchanging messages that are offensive, harassing, obscene or threatening – any misuse of this nature will result in an instant block from the page and club disciplinary measures. Any breach of this nature is considered serious
- Exchange of any confidential or sensitive information held by the club relating to individuals, other clubs, other community stakeholders
- Exchanging information in violation of copyright laws including the uploading or downloading of commercial software, games, music or movies

COMPLAINTS PROCEDURE

- Any person identified to be using the club Facebook page inappropriately or for purposes other than those it was established for will be blocked from the site, reported to the Committee and dependent on the severity of the offence, may receive disciplinary action. Note that there is zero tolerance for any comments, images etc which are deemed to be offensive, threatening, obscene, or discriminatory.
- Any person who has a concern about the contents of the club page is required to email the President – Greg Czapnik
- The Club Committee reserves the right to close down the social media page without notice if members do not adhere to the rules of use
- The Club Committee reserves the right to dismiss the nominated administrator if it is considered that this person is not acting in accordance with the rule of use.

Policy review

This policy will be reviewed six months after its introduction and then on an annual basis thereafter. This will ensure that the policy remains current and practical.