

## **SOCIAL MEDIA POLICY**

### **ALEXANDRIA ROVERS JUNIOR RUGBY LEAGUE FOOTBALL CLUB inc**

#### **1. OBJECTIVE**

Alexandria Rovers is a highly respected organisation with a long history. It is important that its reputation is not tarnished by anyone using social media inappropriately, particularly when referencing the club.

When someone identifies their association with Alexandria Rovers and discusses any involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately.

#### **2. SCOPE**

This policy applies to all registered members of the Alexandria Rovers including players, officials, club executive and delegates, registered volunteers, parents of registered members and will also encompass identified club supporters.

The policy covers all forms of social media including but not limited to:

- Social networking sites – eg. Facebook, Twitter, My Space.
- Photo and video sharing websites – eg. You Tube, Flickr, Instagram
- Commenting on blogs, web forums etc

The intention of the policy is to include anything posted online where information is shared that might affect members, sponsors, clients or the Alexandria Rovers as an organisation.

#### **3. USAGE**

Users, as identified in the policy (2. SCOPE) should assume that the internet is a permanent record of online actions and opinions and is by no means anonymous. All encompassing persons of this policy must follow the principles that the policy is designed to uphold and should be aware that they are individually responsible for their own actions and social media accounts.

Comments made on social media must not racially vilify, be libellous, defamatory or harassing in content (including illustrations and nicknames) and must not bring Alexandria Rovers into disrepute. Information that is considered to be confidential or sensitive to the Alexandria Rovers is not to be published or commented on.

Any trademarks belonging to the Alexandria Rovers such as the club logos, images or slogans eg get a bit of Rovers into you, are not to be used in personal social media applications.

Users should not share photographs, videos and comments that may be considered private and not for the public domain relating to Alexandria Rovers that may breach the privacy act or make Alexandria Rovers or its members in breach of copyright. Users should be considerate to others in these circumstances and not post information when they have been asked not to or consent has not

been sought and given. If asked to remove a comment or image etc by the person in question, the user shall do so immediately.

Under no circumstances should offensive comments be made about Alexandria Rovers members or staff online.

Contact can be made with the club executive of the Alexandria Rovers prior to posting on social media if there is uncertainty as to whether the comments will be appropriate in regard to this policy.

#### ***4. POLICY BREACHES***

Breaches in policy, if detected, will result in disciplinary action directly from the Club Executive Committee of the Alexandria Rovers or alternatively will be referred to the SSDJRFL conduct panel. Penalties could include written warnings, suspension, fines or expulsion from the SSDJRFL competition for individuals in breach also encompassing registered children of parents in breach of the policy.

Dated June 2018