

*BEVERLEY HILLS JUNIOR FOOTBALL CLUB - Social Media Policy
Guidelines for Social Networking and Electronic Communication*

Introduction

All those who are part of the Beverley Hills Junior Football Club (The Club/BHJFC), be it player, parents, family, coaches or committee, have the right to benefit from the opportunities that exist from being members of our footballing community.

The Club accepts that the use of Social Media can be an effective business and social tool and that such media is commonly used by the Club Members to express their views, comments, ideas and criticism on a whole range of issues.

Club members should all behave within and outside the Club in a manner such that the image of the Club is not negatively affected or brought into disrepute.

Purpose

The purpose of this policy is to set standards of behavior for the use of Social Media that are consistent with the broader values and expectations of the community.

The Club expects its Club Members, when using Social Media, to show courtesy and respect to others, including those within our Club and the wider community. Social Media should not be used to abuse others, expose them to offensive or inappropriate content or to denigrate or show disrespect for the Club.

Definitions

Club Members – any player, parent, family member, committee member, coach, team assistant or representative.

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

Social Media – refers to all social networking sites including but not limited to Facebook, Twitter, LinkedIn, Instagram, YouTube and MySpace.

Rights and Responsibilities

In an increasingly "Social" world, The Beverley Hills Junior Football Club (BHJFC) and all its members must adhere to this *BHJFC Social Media Policy* to protect the players, officials, club members, umpires and the wider football community. Any member using Social Networking sites such as Facebook, Twitter, Instagram, Team App and video sites such as YouTube where video clips are uploaded, may do so. However comments, videos or accusations that can be deemed improper, intimidating, racist, sexist or degrading are strictly prohibited when the content involved is of an Australian Rules Football nature.

(Should you wish to upload any video clip vision to YouTube that involves any vision of a club member or club or League or League officials that you are unsure if it could be deemed improper, intimidating, racist, sexist or degrading, seek written approval from The BHFJC committee so as to not breach this policy.)

Club Members are expected to show respect to others, including members of the wider footballing community. Club Members are also expected to pay due respect to the reputation and good name of the Club.

When using Social Media, Club Members are expected to ensure that they:

- Respect the rights and confidentiality of others
- Do not impersonate or falsely represent another person
- Do not bully, intimidate, abuse, harass or threaten others
- Do not make defamatory comments
- Do not use obscene or offensive language towards others
- Do not post content that is hateful, threatening, pornographic or incites violence against others
- Do not harm the reputation and good standing of the Club or those within our community
- Do not use excessive criticism to portray a person as socially, mentally, physically or intellectually inferior as a prohibited behavior.

- Do not use club social media for personal profit or gain unless part of a club approved sponsor promotion
- Have an appointed team or group administrator(or committee member) to monitor closed group/private page/app / social media content

Whilst the club understands that individuals have a right to freedom of speech, there is a Code of Conduct Policy drawn up by our club and by our governing body "The YJFL" that all Clubs, players, coaches, club officials and club members/ supporters must abide by for the club to be granted a licence to play. The policy requires that an individual or individuals be held to the same standards for Social Media that they would normally and reasonably be held to in other forms or public communications. Comments or accusations that can be deemed improper, intimidating, racist, sexist or degrading can result in disciplinary action from the YJFL, fines and/or the requirement to attend an Independent YJFL Tribunal. Using the YJFL Reports and Tribunals regulations, behavior which is considered unacceptable can be brought to the Tribunal even if the behavior did not occur on the field and as long as an incident is Australian Rules Football related, then it falls under the jurisdiction of the Tribunal. This type of behavior is totally unacceptable in Australian Rules Football at any level and will not be tolerated by the BHJFC or the Leagues governing body.

Under the clubs new stance in relation to this policy, BHJFC would like to make it very clear to its players, coaches, officials and club members, that individuals are responsible for their own statements and actions, unless written approval has been granted by the club to make comment on a matter. Any misuse of a Social Networking site on Australian Rules Football matters, which includes comments made about our Club, the League, an opposition player or Club, club member, or official which can be deemed improper, intimidating, racist, sexist or degrading will not be tolerated and the Beverley Hills Football Club will have no hesitation in referring the matter to the YJFL's Independent Tribunal. BHJFC will cooperate with any direction then given by the Tribunal or YJFL offices with regards to the matter.

Breach of this Policy

A breach of this policy may also involve a breach of other Club policies, such as:

- Coaches, Players and Parents Codes of Conduct
- Racial and Religious Tolerance Policy

Any breach of this policy will be considered by the President or a delegate such as the Secretary, Treasurer, Football Operations Manager, and will be dealt with on a case by case basis.

All reports of Cyber Bullying and other technology misuses will be investigated fully and may result in a notification to Police or a Club imposed sanction.

Sanctions

Sanctions may include, but are not limited to, suspension or expulsion from the Club.

Players & members must be aware that in certain circumstances where a crime has been committed, they may be subjected to a criminal investigation by Police over which the Club will have no control.

Parents who breach this policy may be asked to withdraw their child from the Club in cases which adversely reflect on Club.

The policy is available on the website at <http://bhjfc.org.au>

In addition, the BHJFC would remind its players, officials, club members and supporters that Social Networking postings whilst you may think they remain in a private domain can be seen by others and made public. Some people recognize the harm and distress this type of behaviour can cause and can bring it to the attention of the Club or the League. Such comments could also lead to civil court proceedings being brought by affected parties.

This is the Policy stance of the Beverley Hills Junior Football Club and this policy is to be read in conjunction with any other AFLVic or League Policies that may apply.

Click to view :

[AFL NATIONAL SOCIAL MEDIA ENGAGEMENT POLICY HERE](#)

and

[THE VCFL CYBERSAFETY POLICY HERE](#)