

Social Media & Child Images Policy

Social Media and Images of Children Guidelines and Policy

1. This policy contains the Centrals ASA JRL rules in relation to social media. It has been developed to inform players and assistant staff, parents and guardians about using social media so they feel empowered to participate, while being mindful of their responsibilities and obligations under the Club Constitution, the current privacy laws and photography of minors.
2. Social media are online services and tools used for publishing, sharing and discussing information. They can include emails, forums, blogs, wikis, social networking websites, virtual worlds and any other websites that allow individual users to easily upload and share content. Whether you log into Twitter, Wikipedia, Instagram or Facebook pages, or comment on online media stories – these guidelines are for you.

3. What are the principles relating to the use of social media?

We expect everyone who participates in online commentary to understand and to follow these simple but important guidelines. These rules might sound strict but please keep in mind that our goal is simple: to participate online in a respectful way that protects and promotes all Centrals ASA JRL participants, the Club's reputation and of course follows the letter and spirit of the law.

- a. Postings should be family friendly and feature positive news. Do not post information in any format that may harm the reputation of any person or the reputation of Centrals ASA JRL
- b. Never use a public forum or social media outlet to criticise another participant. Abusive, discriminatory, intimidating or offensive statements will not be tolerated and any such communication or online content should be reported to the Secretary immediately with a written warning, suspension or expulsion from Centrals ASA JRL as possible outcomes
- c. Watch your language – avoid swear words and profanity and remember that your sense of humour may not be shared by others. You should not make comments based on religion, politics, sex, sexuality or racial issues
- d. Remember that many can see your comments and a comment is not easy to erase once you commit to making it public. It is important to note those persons who publish in the public domain may be liable for defamation
- e. When disagreeing with the opinion of others keep it appropriate and polite
- f. It is inappropriate for adult officials to communicate on a one on one basis with players under the age of 18 years via social media outlets
- g. Officials should carefully consider what they post as friends of friends can see some comments. This also applies to comments left on other people's pages and the sharing of photographs. Consider your position as a role model in this area
- h. In the event of a player under the age of 18 years showing an official a text, instant message, image, email or posting that is considered being inappropriate for a child to have, the official must inform the appropriate person whether that be the Club or Guardian of the minor
- i. Treat others, as you would like to be treated
- j. Be smart about protecting yourself and your privacy. What you publish is widely accessible and will be around for a long time, so consider the content carefully



- k. Centrals ASA JRL participants who spend inappropriate electronic communication or post inappropriate online content or comments regarding another Centrals ASA JRL a Centrals ASA JRL participant or TDJRL, or any third party will be subject to disciplinary action by the Centrals ASA JRL Committee and the TDJRL
- l. The Club is the only authorised entity to have an existing waiver for the use of photographs of minors on this Facebook or Twitter pages as well as the current Centrals ASA JRL Official website

4. Who is covered by this policy?

- a. This policy applies to all players, parents, supporters and volunteers of Centrals ASA Junior Rugby League Club

5. Social Media Guidelines

- a. Only the Social Media Liaison Officer / Secretary and other approved administrators are allowed to post any online content on behalf of Centrals ASA JRL, its players or volunteers
- b. Centrals ASA JRL manages all official social media and social networking accounts / pages
- c. There are specific staff within Centrals ASA JRL who are responsible for engaging with parents and supporters and the public in an official capacity online
- d. Centrals ASA JRL Social Media Liaison Officer / Secretary will provide them with training and will check their online interactions for accuracy and appropriateness on an ongoing basis

6. When representing Centrals ASA JRL online you must:

- a. Get approval from the Social Media Liaison Officer / Secretary and have approval from the Junior Committee
- b. When posting on Facebook / Twitter you must create a closed group and only have photographs and other comments viewable by people approved into the group
- c. The Centrals ASA JRL Facebook / Twitter pages must be a member of all closed groups
- d. Not create a page on behalf of a team or Centrals ASA JRL without having the actions approved by the Social Media Liaison Officer / Secretary and the Committee of Centrals ASA JRL
- e. Approved groups must not post any photos of minors without parental approval and a signed waiver available through the club

IMPORTANT

Breaches of this Policy may result in the following:

Player

- Centrals ASA JRL will impose suspensions on offending player/s, and or deregistration from the Club.

Parent / Spectator

- Centrals ASA JRL will impose suspensions of offending parent(s) / spectators and or deregistration from the Club. Additionally, if the post is from a parent or spectator associated with a Centrals ASA JRL player then that player may suffer suspension or deregistration due to the actions of their parents(s) or spectator.

