



MCR SOCIAL MEDIA POLICY

This policy applies to all Committee Members, Coaches, Managers, Players, Club Members and Visitors to Marlin Coast Rangers Football Club.

Policy Scope

This policy details the approach to social media that has been adopted by the Marlin Coast Rangers Football Club.

The club recognises that social media is a great way to communicate and interact with members, potential members and supporters and uses this policy to promote responsible use.

Responsibilities

Management Committee

The Management Committee is responsible for the timeliness, appropriateness and accuracy of posts generated by the club and the posts on our Facebook or Instagram page.

Coaches, Managers, Players, Club Members and Visitors

We expect our Coaches, Managers, Players, Club Members and Visitors to conduct themselves appropriately when using social media. Their posts and communication: must not offend, intimidate, humiliate or bully another person must not be misleading, false or injure the reputation of another person should respect and maintain the privacy of members must not bring the club into disrepute

We ask our members to connect privately before they respond publicly when they encounter conflicts and misrepresentation in social networking sites. That is, we ask them to make every effort to talk privately and directly to the person(s) involved—or find an intermediary who can do so—before publishing any posts or comments about the issue. We also prefer that our members do not respond to nasty comments about them, their group, event or site. If posts veer into abuse or libel, the club supports the use of disciplinary and grievance procedures to resolve issues.

Social Media

We 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 Club 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 member protection policy or code of conduct. 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. In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, Snapchat, YouTube or Twitter) may be liable for defamation.

Reporting

Marlin Coast Rangers uses social media monitoring software, the Media Relations Officer will provide regular reports and updates in relation to the club's presence, club members activity on social media, and any offensive material.

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