

Tarneit North Football Club Social Media Policy



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TARNEIT NORTH FOOTBALL CLUB

Social Media Policy

1. Purpose

Tarneit North Football Club recognises the importance of social media as a communication and community engagement tool.

This policy outlines the expectations for responsible, respectful, and appropriate use of social media by players, parents, coaches, officials, volunteers, members, and supporters connected to the club.

2. Scope

This policy applies to all individuals associated with Tarneit North Football Club, including:

- Players
- Parents and guardians
- Coaches
- Team managers
- Committee members
- Volunteers
- Spectators and supporters
- Club representatives

3. Acceptable Use

Members are encouraged to use social media positively and responsibly.

Appropriate social media use includes:

- Promoting club activities and achievements
- Encouraging respectful discussion
- Supporting teammates and club members
- Sharing official club content responsibly
- Promoting inclusion and sportsmanship

4. Unacceptable Behaviour

The following behaviour is not acceptable on social media:

- Bullying, harassment, or intimidation
- Discriminatory or offensive comments
- Abuse toward players, coaches, referees, or officials
- Posting inappropriate, harmful, or offensive material
- Sharing confidential club information
- Damaging the reputation of the club or its members
- Threatening or aggressive behaviour
- Publishing false or misleading information

5. Child Safety and Protection

Members must ensure that all online interactions involving children and young people remain respectful, safe, and appropriate.

Content involving junior players should be shared responsibly and in accordance with club safeguarding expectations.

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6. Photography and Media

Photos and videos shared online should:

- Represent the club positively
- Respect privacy and consent requirements
- Avoid inappropriate or unsafe content
- Reflect the values of the club

7. Club Branding and Representation

Only authorised individuals may officially represent the club on social media platforms.

Members must not present personal opinions as official club statements.

8. Reporting Concerns

Any inappropriate online behaviour connected to the club should be reported to the committee or relevant club representative.

The club may investigate reported incidents where appropriate.

9. Breaches of Policy

Breaches of this policy may result in disciplinary action, including:

- Warnings
- Suspension from club activities
- Removal of online content
- Termination of membership or involvement

10. Policy Review

This policy may be updated periodically to reflect changes in club operations, technology, or community standards.