



## DEER PARK FOOTBALL MEDIA POLICY



### 1. Objective

Social Media plays a significant role in many people's lives, and as a Deer Park Football Club member, player, official or volunteer, you are all encouraged to take part. We know it's an important part of the way we all connect and can be a powerful tool to help bring DPFC'S values to life when used well.

All Deer Park Football Club members, players, officials or volunteers are encouraged to use social media to engage with our communities, team mates, families and club members. DPFC's Social Media Policy helps you feel confident when you are using social media whether it's to talk about our club, our games, our people and our focus on promoting our Club. The Deer Park Football Club is a highly respected sporting club with a long and successful history. It is important that its reputation is not tarnished by anyone using social media inappropriately, particularly when referencing the organization or any of its volunteers, coaches, players, members or families. When someone identifies their association with Deer Park Football Club and discusses any involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately.

In addition to this Club policy, every member, player and family is also bound by the Media Policy of the EDFL. Refer to the EDFL website for the latest policy -

<https://essendondfl.com.au/wp-content/uploads/2020/07/EDFL-Media-Policy.pdf>

## 2. Scope

This policy applies to all, players, officials, club executive and delegates, registered volunteers, parents and families of registered players 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; Snap Chat, Team App • Photo and video sharing websites – eg. You Tube; Flickr; Instagram. • Commenting on Blogs, web forums etc • Any chat group that is set up within these or other social media forums

The intention of the policy is to include anything posted online where information is shared that might affect members, players, families, sponsors, clients or the Deer Park Football Club as a sporting club.

## 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 libelous, defamatory or harassing in content (including illustrations and nicknames) and must not bring Deer Park Football Club into dispute.

Information that is considered to be confidential or sensitive to the Deer Park Football Club is not to be published or commented on. Any trademarks belonging to the Deer Park Football Club such as the club logos, images or slogans are not to be used in personal social media applications. Except for publications issued by Deer Park Football Club, where by these may be forwarded or shared to promote the club. Users should not share photographs, videos and comments that may be considered private and not for the public domain relating to Deer Park Football Club that may breach the privacy act or make Deer Park Football Club 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 Deer Park Football Club, members, players, families or officials online. Contact can be made with the Club President of the Deer Park Football Club or Vice President prior to posting on social media if there is uncertainty as to whether the comments will be appropriate regarding this policy.

#### 4. Approved Pages / Sites

The Deer Park Football Club runs and manages their official sites Web, Facebook, Team App & Instagram. Individuals are not permitted to set up any official sites without the express permission of an executive member.

Annual Team or Age Level Facebook Groups may be set up on an annual basis as this is a positive communication tool to keep team parents up to date on Club information and events. For

**Juniors** - Any Official Team Page and or chat groups via messenger/whatsapp must have the Junior Coordinator and or Junior Committee Representative invited and be a part of the group. Any team group page

**MUST** be set up as a closed group for that team and not able to be publicly accessible.

#### 5. Authorised use of pictures

Apart from abiding to all other areas of this policy, individuals' photos may be posted on social media within Team Groups. The club cannot control every photo that is placed on social media.

If an individual does not want to be published on social media or other media – please contact your Junior Coordinator, Team Manager or member of the executive.

#### 6. Policy Breaches

Breaches in policy, if detected, will result in disciplinary action directly from the Executive Committee of the Deer Park Football Club or alternatively will be referred to the Club President. Penalties could include written warnings, suspension, fines or expulsion from the Deer Park Football Club and / or also competition for individuals and clubs in breach also encompassing registered children of parents in breach of the policy