



Valley Dragons

JRLFC

Social Media & Website Policy

References	NSWRL Policies and Procedures Manual 2016
Version	Created March 2017 V 1.0
Committee Endorsement Date	20 th June 2017
Review	



Purpose:

The Valley Dragons Junior Rugby League Football Club (JRFLC) will host social media platforms, online communities and a website for the purposes of communication to club members and external community. This policy outlines how the club will use information on these platforms to protect personal reputations when participating in social media and online communications.

Social media are defined as media designed to be disseminated through social interactions, created using highly accessible and scalable publishing techniques. Examples include (but not limited to) Twitter, Facebook & YouTube.

1. Responsibilities:

The club's elected committee is responsible for monitoring and managing content and communications that will be distributed throughout the various platforms. Currently there are four (4) official platforms utilised by the club:

- Facebook pages (2) – Valley Dragons JRLFC Official and Valley Dragons Puffers
- Website – hosted through Sports TG
- Website – club's own space hosted by The Business Doctor

1.1 Authorised posting

- Committee members will be the only persons with authorised access to managing, creating, editing and deleting content on these platforms. This is to ensure accurate information is being distributed to club members and to protect the club's external reputation.
- All club members will be able to socially interact with information distributed on social media platforms.



1.2 Users

- A minimum of two (2) separate committee members will at all times have admin access to the platforms.
- These people are referred to as 'administrators' throughout this document

1.3 Content Management

- Content is to be monitored by administrators to ensure the privacy and confidentiality of the club, its members, players, volunteers and officials are protected at all times.
- Administrators will respect copyright and fair use at all times and will be mindful of intellectual property rights of others and of the club.
- Club members and external community members will be able to socially interact with the platform.
- Administrators will monitor external content on the platforms (content, comments and shared items from club members and external community)
- Any inappropriate comments which are deemed to be in breach of this policy will be removed without explanation and further attempts to post comments in breach will result in user's profiles being blocked from interacting with the page. All breaches will be documented and passed through the club's executive committee.
- Valley Dragons JRLFC reserves the right to block or ban any persons who continues to post inappropriate content. Blocks and bans need to be approved by committee president after being presented with documented instances. Warnings to persons will also need approval by committee president.

1.3.1 Content Practices

Administrators understand the content of these platforms are available to the public at large and will at all times follow best practices concerning content including;

- Privacy and confidentiality of the club and its members



- Accuracy of distributed information
- Respectful interactions with all engaged with the platforms including responding in a timely manner to enquiries
- Representing the club's reputation and best interests at all times
- Ensuring content and external engagement with the platform will not alienate or harm any players, volunteers, officials or club members
-

1.3.2 Inappropriate content

Inappropriate content includes (but not limited to):

- Breaching club member's privacy and confidentiality
- Disrespectful discussions or comments regarding individual club members
- Bullying behaviour and harassment of authorised users and club members
- Inappropriate language including use of offensive language, racist or sexist remarks and;
- Other general offensive and derogatory remarks that may cause offense or bring the club's reputation into disrepute.

2. Privacy and confidentiality:

Privacy and confidentiality of the club and its members are paramount while using these platforms. Administrators of the platforms are responsible for ensuring the protection of privacy of the club and its members.

2.1 Personal information

- No personal information will be published on these platforms including individual's birthdates, full names, addresses, personal contact information or emails.
- Any requests of personal information of a club member, player, volunteer or official are to be directed to the club's committee.



2.2 Photographs and Images

“A high level of care needs to be exercised by clubs, associations, districts, and affiliates when dealing with the issue of photographic images of children.” NSWRL P&P Manual 2016

- Photographs and images may be posted to the platforms where permission has been granted to do so. Usage of the image must be fully disclosed to the parent/guardian prior to consent being given.
- All players and club member's under age of 18 years require parent/guardian consent for their image to be distributed.
- Images may be altered to protect the privacy of individuals and no player will have their identities revealed unless permitted by parent/guardian.
- Images are to be appropriate in nature and administrators will make decisions to ensure the rights and safety of each club member is protected.
- As per NSWRL Policies and Procedures Manual 2016 no photographic equipment (including smart phones and cameras) must be used or images taken near or in the vicinity of change rooms, showers and toilets.

3. Community engagement

Administrators will engage with other appropriate social media platforms including;

- Sharing appropriate and relevant content from other social media accounts (see 3.1)
- Promoting the club (and other relevant content), marketing, fundraising and events
- Administrators will refrain from promoting and encouraging memes and other league like banter (including debates on NRL teams, supporters and followers).

3.1 External social media



Administrators will engage with and share appropriate content from other appropriate social media accounts including (but not limited to);

- Other junior rugby league clubs
- Canberra Regional Rugby League
- NRL official
- Club sponsor's

4. Team social media use

Valley Dragons JRLFC acknowledges that its members use social media platforms to create groups for their individual teams to communicate, coordinate and share information;

- Valley Dragons JRLFC is not responsible for creating, maintaining or monitoring individual team groups.
- The individual team officials (coach and manager) are responsible for monitoring the group to ensure adherence to privacy and confidentiality, appropriate content and community engagement.
- Valley Dragons JRLFC encourages group administrators to follow the policies of this document when implementing the social media group however we take no responsibility for content and information shared.
- All club members who are involved in these groups will be required to follow this documents guidelines to ensure the club and its members privacy and reputation is held to utmost standard at all times.

The President of the Valley Dragons Junior Rugby League Football Club, with the support of the Executive Committee, is responsible for the implementation and monitoring of this policy.

This policy will be reviewed annually from date of endorsement, unless a review is required earlier by the President or the Canberra Region Rugby League.

