



## Social Media Policy

The Mooroolbark Junior Football Club ("the club") recognises that social media sites like Facebook, Twitter, YouTube and Instagram have become important and influential communication channels for our community and our club. To assist in posting content and managing these sites, the Club has developed policies and guidelines for official and personal use of social media.

These policies and guidelines apply to the Mooroolbark Junior Football Club executive committee, coaches, managers, assistants and membership.

### General Guidelines

The purpose of using these communication channels on behalf of the Mooroolbark Junior Football Club is to support the club's mission, goals, programs, including club news, information, content and objectives.

Prior to engaging in any form of social media for the first time involving the Mooroolbark Junior Football Club, it would be preferred you obtain permission from a member of the committee, or coach, or manager, or parent, and any other person who may be affected by the sharing of the information. At this opportunity, you can be made aware of the expectations and implications of useful and respectful use of social media. It would be expected that you apply these guidelines for future use without requesting permission for each time.

When using an officially recognised social media channel, assume at all times that you are representing the Mooroolbark Junior Football Club

Confidential or proprietary club information or similar information of third parties, who have shared such information with you on behalf of the Mooroolbark Junior Club, should not be shared publicly on these social media channels.

The Mooroolbark Junior Football Club's main social media accounts may choose to post club related social media content generated by executive, coaching staff and/or players/parents. The Mooroolbark Junior Football Club's main social media accounts can be accessed through the club's Web site.

Cyber bullying includes, but is not limited to, the following misuses of technology; harassing, teasing, intimidating, racially vilifying or threatening another person by sending or posting inappropriate and hurtful email messages, instant messages, text messages, phone messages, pictures or images or website posting. **IT WILL NOT BE TOLERATED.**

*EFL Code of conduct – parents – Social Media*

