



Purpose

To provide guidelines for club members and representatives on appropriate and responsible use of social media, ensuring that all online interactions positively reflect the club's values and reputation.

Policy Details

1. Positive Representation

- **Respectful Interaction:** Members must uphold respectful and constructive interactions on all social media platforms. Negative comments, harmful remarks, or bullying directed at other members, officials, clubs, or the wider community are strictly prohibited.
- **Reflecting Club Values:** Social media interactions should align with the club's values, emphasizing sportsmanship, inclusivity, and respect. Members should be mindful that their online actions reflect on the club, even on personal accounts.

2. Confidential Information

- **Protecting Sensitive Data:** Members must respect the confidentiality of club information, including but not limited to financial records, personal details of members, and proprietary club strategies. This information should not be shared on social media unless express permission has been granted by the club committee.
- **Intellectual Property:** Photos, videos, or content owned by the club (e.g., team logos, branded graphics) should not be shared without permission, particularly if such content could be used outside of club-endorsed purposes.

3. Official Accounts

- **Designated Posting Rights:** Only committee-approved individuals may post, comment, or share updates on behalf of the club through its official social media channels. Unauthorized members must not create or manage accounts purporting to represent the club.
- **Content Consistency:** All posts made on official channels should align with the club's messaging guidelines and be reviewed to ensure accurate, up-to-date information is shared with the public and club members.

4. Reporting Issues

- **Proactive Reporting:** Members who witness or become aware of inappropriate content, negative behaviour, or any form of harassment involving club members on social media are encouraged to report it promptly to the committee.
 - **Confidentiality of Reports:** Reports of social media misconduct will be handled sensitively and confidentially. Retaliation against individuals reporting issues in good faith is strictly prohibited.
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This policy aims to foster a safe, supportive, and positive online community for all members, promoting the club's reputation and encouraging respectful communication. Members found in breach of this policy may face disciplinary actions as deemed appropriate by the club's committee.

Approved - EDSC Committee – 2024