



# North Beach Soccer Club Communication and social media Policy

## Our commitment

Electronic communication is essential for sharing club news and information with our members.

The club's communication will be timely, appropriate, and related to club business.

## Club Policy

The club uses a range of electronic tools to communicate with its members.

The club's communication will protect members' privacy, maintain clear boundaries, and ensure that bullying and harassment does not occur.

A webmaster will be appointed to provide accountability and control over material published on the club's website and any related discussion groups or social media websites, such as Facebook, Instagram, or YouTube.

Listed below are the electronic communication tools endorsed by the club.

## **WEBSITE**

Our website (<https://www.nbsc.org.au>) will include current information on competitions, social events, committees, policies, constitution, rules, and by-laws.

No offensive content or photos will be published.

Feedback and contributions of material are encouraged to improve the information available on the site and increase its' usefulness to members.

## **SMS and EMAIL**

Committee members, coaches and team managers may use SMS and email to provide information about competition, training, club-sanctioned social events, and sponsor information.

As a Club member you agree to receive message in this format from either the Committee, coach, or manager of your team.

The following guidelines are to be adhered to when sending SMS or email on behalf of the Club.

- SMS messages should be short and about club/team matters only.
- Email communication will be used when more information is required.
- Communication involving children will be directed through their parents.

- Phone numbers and email addresses must only be used for Club purposes (including Club related sponsorship information).
- Emails and SMS will be sent to the players registered email address or mobile number as recorded in [www.myfootballclub.com.au](http://www.myfootballclub.com.au).
- Communication regarding the scheduling of fixtures, postponement or forfeiture must be conducted via email, copying the club email ([mail@nbsc.org.au](mailto:mail@nbsc.org.au)) into communications.

## **SOCIAL MEDIA**

The club uses Facebook (<https://www.facebook.com/northbeachsoccerclub>) and Instagram ([https://www.instagram.com/northbeach\\_sc/](https://www.instagram.com/northbeach_sc/)) to connect with its members, the wider footballing community and serve the clubs commercial marketing purposes related to sponsorships and brand identity.

Only content published on the official North Beach Soccer Club social media accounts named above are covered by this policy and the club is not responsible for any private or non-affiliated accounts.

- The club treats all social media postings, blogs, status updates and tweets as public 'comment'.
- No personal information about our members will be disclosed without prior consent.
- No statements will be made that are misleading, false, or likely to injure a person's reputation.
- No statements will be made that might bring the club into disrepute.
- Abusive, discriminatory, intimidating, or offensive statements will not be tolerated. Offending posts will be removed and those responsible will have their access to club accounts removed.

## **Member Policy**

The club expects its members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the club.

Electronic communication:

- Should be restricted to club matters.
- Must not offend, intimidate, humiliate, or bully another person.
- Must not be misleading, false or injure the reputation of another person.
- Should respect and maintain the privacy of members.
- Must not bring the club into disrepute or damage the reputation of the club.

Coaches and others who work with children and young people must direct electronic communication through the child's parents.

## **Non-compliance**

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate, or humiliate another member, as outlined in our member protection policy or code of conduct.

Under certain circumstances, cyber bullying (e.g., bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging, or website) is a criminal offence that can be reported to the police.

## **Club Content**

The club produces content for its social media channels for marketing and news purposes.

Club content is identified as:

- Graphics for fixtures, matchdays, results, announcements, events, etc.
- Photographic images of games, events, club facilities, etc.
- Audiovisual media of game highlights, live stream, social media stories, etc.

Club content will only be posted to the club's social media platforms by an authorised content creator. The club will designate content creators to produce content for its social media platforms. Content creators are bound by club policy.

## **VEO RECORDINGS AND LIVESTREAMING**

The club records certain games using Veo Technologies' cameras for performance analysis and match highlights. Veo recordings are restricted to the individual teams, unless permission is granted to share with other members, clubs, individuals, or organisations.

The club's Veo cameras have livestreaming capability, broadcasting games to the Veo Live platform (available on iOS and Android). The club will livestream designated games for members unable to attend in person.

Members are expected to adhere to the club's code of conduct when the Veo camera is recording.

## **REPRODUCTION**

The club encourages its members to reproduce club content through social media, via the sharing of posts on their feed or stories on Facebook and Instagram.

The club reserves the right to share, repost or appropriate content created within the context of the club's brand. The club sharing content created by another individual is not an endorsement and is not considered official club content or communication.