



# CENTRAL MURRAY & GOLDEN RIVERS LEAGUES

## CYBERSAFETY POLICY



### Rationale

Social media is transforming the manner in which we communicate. These many social media platforms allow our leagues, our clubs and individuals to engage with and between members and the wider community more easily than ever before.

The CM & GR leagues and its clubs have an obligation to maintain a safe physical and emotional environment for league officials, staff, players, umpires, coaches, club members, parents, spectators and sponsors. This responsibility includes the use of the Internet and the various social media platforms. The CM & GR leagues places a high priority on the acceptable use of social media and the internet which will benefit members however; it recognises that the presence in the sporting arena of these technologies can also facilitate anti-social, inappropriate, and even illegal behaviour and activities. The CM & GR leagues aims, therefore, to maximise the benefits of these technologies, while at the same time minimise the dangers, manage the risk and protect our public image.

### Purpose

The CM & GR leagues and its clubs work with social media in order to;

- Advocate for the goals of the League and its clubs,
- Promote the work of the League and its clubs,
- Promote football and netball in our region,
- Inform the public of the details of the League and its clubs,
- Assist in fundraising for the League or any league endorsed organisation.

The CM & GR leagues seeks to encourage information and link-sharing amongst its clubs, staff, volunteers, and seeks to utilise the expertise of its employees and volunteers in generating appropriate social media content.

At the same time, social media posts should be in keeping with the image that our league and clubs wish to present to the public, and posts made through its social media channels should not damage the league's or any club's reputation in any way.

**Note:** This policy does not apply to the personal use of social media where it is not related to or there is no reference to the CM & GR leagues or any of its clubs or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse of social media in a manner that does not directly refer to CM & GR leagues may still be regulated by other policies, rules or regulations of the CM & GR leagues.

### Core Values

The CM & GR leagues' social media use shall be consistent with the following core values:

**Integrity:** The CM & GR leagues, its Clubs and members will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other clubs, or individuals. In addition, it will post in accordance with the AFL/CM & GR leagues' Copyright and Privacy policies.

**Professionalism:** The League and its clubs social media represent the league as a whole and should seek to maintain a professional and uniform tone. Staff and volunteers may, from time to time and as appropriate, post on behalf of CM & GR leagues or their club using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.

**Information Sharing:** The leagues encourage the sharing and reposting of online information that is relevant, appropriate to its aims and of interest to its clubs.

## Procedures

The Board shall delegate to the Operations Manager our social media management.

The Operations Manager will oversee expansion of social media and help to develop the Social Media strategy in line with the Leagues' Communications Policy.

Staff and volunteers may, from time to time and where appropriate, post on behalf of the CM & GR leagues using the league's online social media profiles. This is to be done only with the express knowledge and authorisation of the Operations Manager.

The Operations Manager has ultimate responsibility for:

- Ensuring that all posts are in keeping with the League's core Communication Policy,
- Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimising the risk of a repeat incident,
- Ensuring that appropriate and timely action is taken in repairing relations with any persons or organisations offended by an inappropriate post,
- Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic.

It is important to maintain the balance between encouraging discussion and information sharing, and maintaining a professional and appropriate online presence.

## Non-compliance

Any Board member, Club or club member (including player or official) or employee of the Leagues may face disciplinary action for making or sending inappropriate media statements, including photos or videos, electronic communication or posting online content or comments that;

- Attempt to harass, offend, intimidate or humiliate another member, as outlined in our Member Protection policy or Code of Conduct,
- Attempts to denigrate or influence the outcome of an impending tribunal matter,
- Are deliberately misleading, erroneous or constructed in such a manner as to bring the Board, a Club, a Board or Club member into disrepute,
- Is likely to bring the game of football or netball into disrepute.

At the discretion of the Board, the offender or Club may be charged for breaching the Member Protection Policy and/or the Code of Conduct.

If a club official is found to have contravened this policy a Club may be vicariously liable for prohibited conduct engaged in by a participant connected to the Club if the Club is unable to establish that it took reasonable precautions to prevent the participant from engaging in that prohibited 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.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

The Board through the publication of this Cybersafety Policy and the 'Help Sheet – Bullying Event' is setting the expectations for all clubs.