



# South Melbourne Districts Sports Club – Junior Footy

## Communications Policy

### 1. Background

Our communications are essential for sharing junior footy news and information with members (players, parents), stakeholders (sponsors) and the public.

### 2. What we'll do

South Melbourne Districts will always strive to make its communications to you timely, appropriate and related to junior footy or South Melbourne Districts. We'll take reasonable steps to protect your privacy, maintain clear boundaries and ensure that bullying and harassment doesn't occur.

Our key communications platforms are:

- (a) Website ([www.smdsc.com.au/juniorfooty](http://www.smdsc.com.au/juniorfooty)) – Used for promoting junior footy and posting general information to members, stakeholders and the public
- (b) Social media (Instagram) – Used for promoting junior footy and posting family-friendly and positive information about junior footy to members, stakeholders and the public
- (c) E-newsletter (Bloodlines) – Used for sharing general information and specific information to members and stakeholders
- (d) App (TeamApp) – Used for posting specific information relating to training sessions, matches and activities and events by officials, coaches and team managers to members
- (e) E-mail – Used for collecting from and providing specific information to members, stakeholders and the public

Our secretary acts as our communications officer and will provide accountability and control over information and material (written, photo, video) posted on our communications platforms and ensure:

- (a) No personal information is disclosed
- (b) No misleading or false material (written, photo, video) is posted
- (c) No abusive, discriminatory, intimidating or offensive material (written, photo, video) is posted

If we intend to publish a photo of a child, we'll first obtain the consent of the parent or guardian of the child and take care not to provide identifying information.

Officials, coaches, team managers and any other volunteer who works with children must direct their communication to the child's parent or guardian.

If you have any feedback or comments on improving our communications platforms and how they're used, please contact our secretary.

### 3. What we ask you to do

South Melbourne Districts expects members, stakeholders and the public to conduct themselves appropriately when using our communications platforms to share information with others or posting material (written, photo, video) on communication platforms connected with South Melbourne Districts.

Members, stakeholders and the public should ensure their postings:

- (a) are restricted to junior footy matters
- (b) do not offend, intimidate, humiliate or bully another person
- (c) are not misleading, false or injure the reputation of another person
- (d) respect and maintain the privacy of members
- (e) do not bring South Melbourne Districts into disrepute
- (f) are directed to a child's parent or guardian

If a posting contains any of the above information or material, South Melbourne Districts will take steps to immediately remove that information or material from the communications platform and block the account holder who posted it. If the offending information or material is posted by a member, South Melbourne Districts will take steps to immediately discipline the member. If cyberbullying is involved, South Melbourne Districts will immediately report the matter to the police.

### 4. Child safe code of conduct (staff and volunteers)

Under our child safe code of conduct, staff and volunteers agree not to:

- (a) have any online or phone contact with a child, except as part of the South Melbourne Districts' official communication channel; or
- (b) exchange personal contact details with a child, such as phone number, social network account name or e-mail address.

If you become aware of any breach or suspected breach of the child safe code of conduct by staff or a volunteer, please immediately contact our secretary.

### 5. Contact

Mary Studdert

Secretary

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