

WAFC POL.02: Communications Policy



GENERAL INFORMATION

Lead Area:	WAFC Community Football
Lead Procedure Title:	Communications Policy
Procedure Reference Number:	WAFC POL.02
Adapted by:	JH.
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PUBLIC STATEMENT

All media enquiries should be directed through the West Australian Football Commission. District, Club and Team representatives should not make public statements about WAFC managed competitions.

SOCIAL MEDIA

The WAFC has an obligation to ensure that affiliated clubs maintain a safe physical and emotional environment for its members and this includes cyber safety and the safe and responsible use of Internet and Information & Communication Technologies (ICT). Individual members also have a responsibility to use ICT in a safe and responsible way, and not bring the game into disrepute.

This policy outlines the expectations of all Community Football stakeholders in ensuring we create a cybersafe environment

By way of affiliation the AFL National Social Media Engagement Policy applies to all clubs.

ACCOUNTABILITIES

All Community Football stakeholders, including clubs and their members will create a cybersafe environment by:

- Using the WAFC/Community Football Club's name, motto, crest and/or logo only in an appropriate way in line with the organisation's guidelines,
- Using the WAFC/Community Football Club's websites to provide information about competitions, committees, policies, rules, social events or other important sport related issues,
- Using SMS and/or email by officials, managers, coaches etc. to communicate organisation business and organisation sanctioned social events (via parents in the case of juniors),
- Using the WAFC/Community Football Club's social network pages to promote positive organisation news and events (with permission obtained from featured individual(s) and via parents for juniors),
- Ensuring content of posts or electronic communication doesn't breach any WAFC/Community Football Club policies or codes of conduct,
- Ensuring content of posts or electronic communication doesn't breach state or commonwealth law. This includes not engaging in 'sexting' where a member sends or is in possession of an inappropriate sexualised image of a person under the age of 18 years – this is a criminal offence in WA and the Police will be informed immediately,
- Not engaging in cyber bullying, including but not limited to:
 - harassing, teasing, intimidating or threatening another person via electronic means,
 - sending or posting inappropriate digital pictures or images, email/instant/phone/text messages, or website postings (including social network sites i.e. Facebook or blogs) and is irrespective of whether the page could be viewed by the wider public or not,

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- Members will remain responsible for and be vigilant of the content and security of their individual accounts such as email, social networking (i.e., Facebook), micro blogging (i.e., Twitter), video sharing (i.e., YouTube), picture sharing (i.e., Instagram) and mobile phones.

PENALTIES

Any breach of this policy will be investigated by the WAFC and penalties may be issued at the absolute discretion of the Competition Team. Penalties include but are not limited to suspension, fines, loss of E-Points and/or sanctions.

Any cyber-bullying or threats to participants including officials and umpires via social media will not be tolerated and may attract significant penalties.

SUPPORTING DOCUMENTS

[AFL National Social Media Engagement Policy](#)