

# East Malvern Junior Football Club Electronic Media Policy<sup>1</sup>



## Commitment

East Malvern Junior Football Club (EMJFC) acknowledges the enormous value of electronic media in promoting our Club and our game and to celebrate the achievements and success of the people involved in our sport and encourages its use to support these aims.

We expect all people bound by this policy to conduct themselves appropriately when using electronic media to share information related to our Club and sport. Electronic media usage should respect and maintain the privacy of others and should promote the Club and our sport in a positive way.

## Prohibited Conduct

Any Person who is found to have engaged in or is suspected of engaging in the inappropriate use of electronic media in connection with the game of Australia Rules Football in relation to the EMJFC may be investigated and be the subject of disciplinary action by the Club.

## Definitions

For the purposes of this policy:

electronic media refers to any interactive website or technology that enables people to communicate and/or share content via the internet. This includes, but is not limited to, email, texting, SMS messaging as well as social networking websites such as Facebook, Instagram, Snapchat and Twitter.

Inappropriate use includes but is not limited to:

- criticising umpires, players, officials or any other person involved with the Club or other clubs
- sending or posting material which is, or has the potential to be, offensive, aggressive, defamatory, threatening, discriminatory, obscene, profane, harassing, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate
- sending or posting material which is inaccurate, misleading or fraudulent or contains material which is in breach of laws, court orders, undertakings or contracts.

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<sup>1</sup> This policy should be read in conjunction with the South Junior Metro Football League ("SMJFL") Social Media Policy

This policy applies to postings from individual's accounts, whether done by themselves or by another person. Liability will be with the account owner.

It is not relevant that the Person engaging in the inappropriate use was not aware that the content could or would be made publicly available.

In circumstances where the inappropriate use involves the commission of a crime the person responsible may also be subject to a police investigation.

## Complaints

If you have a complaint about the inappropriate use of electronic media you should save and store the offending material and report the incident to the East Malvern Junior Football Club in accordance with the Club's Grievance policy.

All such complaints will be investigated fully by the Club in accordance with the Club's Grievance Policy. If required, complaints may be referred to the SMJFL or the Police.

## Penalties

Any person proven to have inappropriately used electronic media may be disciplined in accordance with the Club's Grievance Policy.

In deciding the appropriate penalty the Club will take into consideration the seriousness of the act, the impact on the victim, the impact on the East Malvern Junior Football Club and the prior history of the person involved.

Any fines or penalties imposed on an individual as a result of a breach of this policy are to be paid by the individual involved.

## Policy review

This Policy was passed by the Committee on 21st November 2016 and is effective from 22nd November 2016.

This Policy will be monitored & reviewed every year by the Committee and updated where appropriate.