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## GISBORNE FOOTBALL NETBALL CLUB INC Est. 1879

- ABN 82238193464
  - PO Box 20, Gisborne, 3437
  - [secretary@gfnc.com.au](mailto:secretary@gfnc.com.au)
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## **GISBORNE FOOTBALL NETBALL CLUB SOCIAL AND ONLINE MEDIA POLICY**

### **1. INTRODUCTION**

Social Media is a rapidly expanding and evolving form of communication. If you chose to participate in any form of Social or Online Media the Gisborne Football Netball Club (GFNC) expects you to adhere to the standards set out in this Policy when referencing your association with the GFNC, any affiliated commissions, leagues, clubs, or any individual affiliated to these.

Social and Online Media includes but is not limited to:

- Discussion Forums;
- Any form of Blogging or Microblogging on websites such as Twitter;
- Social Networking websites such as Facebook;
- Video and Photo sharing websites such as YouTube and Instagram.

### **2. POLICY SCOPE**

This policy is applicable to every GFNC player, participant, coach, official, administrator, club member, spectator, parent, volunteer and member of the public who participate in any form of Social and Online Media.

### **3. CONDUCT IN SOCIAL MEDIA ACTIVITY**

While all individuals are welcome to participate in social and online Media, it is expected that everyone who participates in online commentary in relation to activities involving the GFNC, its stakeholders and affiliates shall respect and adhere to the following guidelines. These guidelines are in place to assist in achieving our overall goal, that is, to participate online in a respectful, relevant way that protects the reputation of the GFNC and the individuals within it, and follows the letter and spirit of the law:

1. Be transparent, use your real name, identify your affiliation, and be clear about your role or connection. If you have a vested interest in what you are discussing, state this.
2. Consider the content carefully; Do not engage in any form of discrimination, harassment, bullying, abuse, child abuse, intimidation, victimisation or vilification of others, including on the basis of age, race, sex, disability, sexuality, gender identity or religion. In addition, do not post any content or commentary which may reflect poorly on the GFNC and bring the club and/or its reputation into disrepute.
3. Never represent yourself, the GFNC or its affiliates in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.

4. Post meaningful, respectful comments. No spam and no remarks that are off topic or offensive.
5. Use common sense and common courtesy. When disagreeing with others' opinions be appropriate and polite.
6. If you choose to write about any competition, club or individual, make sure you behave diplomatically, have the facts straight and have the appropriate permissions.
7. Never comment on anything related to legal matters or litigation.
8. Be smart about protecting yourself, your privacy, and the GFNC's confidential information.

#### **4. CONSEQUENCE OF BREACH**

Any breach of the above guidelines may, at the discretion of the GFNC Committee, result in disciplinary action against the offending party will be in accordance with the Rules of Association applicable to the club.