



Eynesbury Dingoes Basketball Club Social Media Policy

1. Purpose

This policy provides clear guidelines for the appropriate use of social media by players, coaches, volunteers, parents, committee members, and supporters of the Community Basketball Club. It aims to protect the club's reputation, promote respectful communication, and ensure the safety and wellbeing of all members.

2. Scope

This policy applies to all forms of social media, including (but not limited to):

- Facebook**
- Instagram**
- X (formerly Twitter)**
- TikTok**
- YouTube**
- WhatsApp or group chats**
- Club websites and forums**
- Any other digital platforms where members represent or discuss the club**

It applies to all club members and stakeholders when:

- Posting on official club accounts**
- Discussing club matters on personal accounts**
- Interacting with other members online**

3. Guiding Principles

- **Be respectful:** Treat others with courtesy, fairness, and respect at all times.
- **Protect privacy:** Do not share personal information without consent.
- **Promote the club positively:** Represent the club in a way that aligns with its values and community spirit.
- **Think before posting:** Once something is posted online, it's permanent and public—even if deleted later. Ensure all content is factually accurate and aims not to bring the club into disrepute.

4. Acceptable Use

Members may:

- **Share match results, photos, and club news (with consent from those involved)**
- **Promote club events and achievements**
- **Congratulate teammates, coaches, or volunteers**
- **Use club hashtags and tag official accounts in a positive way**

5. Unacceptable Use

Members must not:

- **Post abusive, discriminatory, harassing, or offensive comments**
- **Share images or videos of children without written parental consent**
- **Make negative or critical comments about players, coaches, officials, or other clubs and their members**
- **Disclose confidential or sensitive club information**
- **Engage in arguments, trolling, or bullying online**
- **Misuse the club's name, logo, or brand without permission**

6. Junior Member Protection

- **Photos or videos of players under 18 must only be shared with parent/guardian consent.**
- **Tagging junior players in posts or identifying them by full name is discouraged unless pre-approved by the club or a parent.**
- **Direct private messaging between adults (coaches/volunteers) and junior players should only occur via official channels and with parental oversight.**

7. Official Club Accounts

Only authorised committee members or social media officers may post from or manage the club's official accounts. These accounts must:

- **Be used for club-related content only**
- **Follow branding and communication guidelines**
- **Be regularly monitored for inappropriate comments or interactions**

8. Group Chats & Messaging

Group messaging apps (e.g. WhatsApp, Messenger) used for team communication should:

- **Be supervised by at least two adults (if minors are involved)**
- **Be used for relevant club communication only (e.g. training schedules, match reminders)**
- **Not include inappropriate jokes, gossip, or off-topic conversations**

9. Breaches of Policy

Any breach of this policy may result in disciplinary action, including:

- **Removal of posts or content**
- **Suspension from club activities**
- **Formal warnings**
- **Reporting to governing bodies or external authorities where necessary**

10. Reporting Concerns

Concerns about social media use should be reported to the Club Committee or designated Welfare Officer at:

 **Email: secretary@eynesburydingoesbc.com.au**

11. Policy Review

This policy will be reviewed annually or as needed in response to new platforms, incidents, or changes in club operations.

Approved by: Club Committee

Date: September 2025

Next Review Due: September 2026