



# Dunoon United Football Club Communications Policy

## Social Media Policy

Dunoon United Football Club has developed this social media policy to outline the appropriate use of Social media platforms Facebook and Instagram ensuring club values are followed. This Policy is developed in addition to club communications policy and code of conducts.

### Purpose

To assist Social Media manager when posting on Dunoon Football Facebook and Instagram.  
To assist Social Media manager in monitoring comments, questions, feedback, discussions on Facebook and Instagram.

### Policy

The Social Media manager is elected yearly at AGM.  
This policy is designed to allow all members access to information regarding our club; promote topics of interest i.e. weekly game schedule; wet weather; women in football; summer 6's; and facilitate appropriate communication with all members on social media.

The following guidelines are to be adhered to:

- No post is to be defamatory; derogatory or inflammatory – includes comments on a post by members. This includes negative talk about other clubs, referees; governing bodies; players/parents/coaches/caregivers/volunteers from our or other clubs.
- No post is to be sexist; bullying; discriminatory; hateful; sexually explicit; racist; homophobic; intimidating, embarrassing or otherwise inappropriate.
- There is to be no posting of information, links to or pictures that imply illegal conduct.
- Privacy laws are to be followed: Coaches should ask their players/parents/caregivers at the beginning of each playing year if they are comfortable with images shared on FB and Insta. Refer to the Privacy act 1988.
- Copyright laws are to be followed; owners' permission must be obtained. (in sharing photos from members etc.) Refer to Copyright act 1968.
- There is to be no sharing of Dunoon Football Club confidential information. Information that is available only to committee members not yet released for wider club community.
- Only Social Media manager (SMM) is to post information and only the SMM is to reply to comments, questions, feedback from members. This is done either on the public page or moved to private conversation as needed. The SMM may refer member to directly approach relevant committee member by the appropriate channels if needed.
- Responses from SMM must be consistent. See below on examples of comments
- Posts that require no comment needed from members may have comments turned off.
- Posts must be written clearly, with a positive attitude and etiquette.
- Posts must be factually correct at the time of posting. Not be misleading
- When editing past posts, make it clear that the post has been edited.
- In the event of an error in a post accept responsibility and be clear and address the issue quickly



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- In the event of being accused of improper posting, i.e. not gaining permission or defamatory, address promptly and professionally and if needed talk with Executive Committee.
- Facebook and Instagram accounts must be kept secure. Do not publish bank account details – this information is available on request or on our website. Do not give out passwords. Passwords to be changed on handover of SMM at AGM.
- Members who do not follow Social Media policy when commenting may be blocked from the site.
- Clear and easy to understand
- Easy to be updated each year
- Plan to deal with conflict –
- Timing of posts – how often to post? How often does SM person check in?
- Where do we keep a copy of this policy? On website with other policies?

*Examples of replies to comments that need to be followed up.*

*“thanks for your suggestion, I will pass it on to (relevant committee member)*

*Thanks for this, I will contact you privately to discuss*

*“thanks for bringing your concern to us, (insert position or name. i.e. our president/ our senior coordinator/self) will contact you privately to discuss”*

*Thank you so much for your kind words.*

### Policy Review

This policy will be reviewed regularly to ensure it remains relevant to club operations and reflects both community expectations and legal requirements.