



100 YEARS STRONG

SOCIAL MEDIA POLICY

This policy applies to all Canterbury Lions Football Club (CLFC) participants, including players, officials, parents, supporters, and volunteers engaged in Social Media platforms such as blogs and networks like Facebook, Instagram, or YouTube. All these platforms are recognised as Carriage Services, and any misuse is considered illegal.

RESPECTFUL ENGAGEMENT

- Participants are expected to engage online respectfully, protecting, and promoting the community, club, and junior league's reputation while adhering to legal standards.

CONTENT STANDARDS

- Post family-friendly and positive news.
- Avoid information that may harm individuals, or the club's reputation.

PROHIBITED ACTIONS

- Do not criticise other participants publicly.
- Avoid abusive, discriminatory, intimidating, or offensive statements.
- Report any inappropriate online communication to the club secretary or committee member promptly.

LANGUAGE AND CONTENT

- Watch language use, avoiding swear words, profanity, and controversial topics.
- Refrain from commenting on religion, politics, sex, sexuality, or racial issues.

PUBLIC ACCOUNTABILITY

- Acknowledge that online comments are public and can be traced back.
- Individuals may be held accountable for false or misleading comments.

DISAGREEMENTS AND COMMUNICATION

- Keep disagreements appropriate and polite.
- Adult officials should avoid one-on-one communication with players under 18 via social media.

PRIVACY

- Officials should carefully consider posted content considering the potential audience.
- Exercise caution in sharing photographs and comments on others' pages.

PROTECTION OF MINORS

- Report inappropriate content involving players under 18 to team official, MPIO or committee member immediately.

PERSONAL RESPONSIBILITY

- Treat others as you want to be treated.
- Be mindful of your online presence, considering the long lasting nature of posted content.

CLUB BRANDING

Logo Usage

- Before using CLFC's logos, slogans, or images, obtain prior consent.
- Only create official or unofficial club presences with approval.

Representation Authority

- Do not imply authorisation to speak for the club without authorised consent.

Advertisement Approval

- No advertising without written consent from the club's President.

DISCIPLINARY ACTION

- Failure to adhere to these guidelines may result in disciplinary action by the CLFC Committee.