Parkdale Bowling & Social Club – Social Media & Electronic Communication Policy

1. Purpose

This policy sets out the standards of conduct expected from all persons representing the Club when using social media or electronic communication.
Its objectives are to:

- Safeguard the reputation and integrity of the Club.
- Promote consistent, respectful, and professional communications.
- Reduce legal, reputational, and privacy risks.

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2. Scope

This policy applies to:

- All club members
- All online activities related to the club, including but not limited to:
    - Facebook, Instagram, TikTok, Twitter/X, YouTube
    - WhatsApp, Messenger, Group texts, Email
    - Club forums, websites, and newsletters

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3. Principles

- **Respect** – Treat others with respect, courtesy, and fairness online.
- **Integrity** – Do not post misleading, false, or defamatory content.
- **Safety** – Protect the privacy of children and vulnerable persons.
- **Representation** – Only authorised personnel may post on official club channels.

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4. Guidelines for Social Media Use

4.1 Official Club Accounts

- Managed only by appointed club administrators.
- All content must reflect the club's values and be approved if required.
- Personal opinions must not be posted on official accounts.
- Material of a political, religious, discriminatory, or otherwise controversial nature is prohibited unless formally approved.

4.2 Personal Accounts

- Members may identify as part of our Club but must not:
    - Post offensive, discriminatory, or derogatory comments about other members or competitors.
    - Share confidential Club information (e.g., board decisions, financial information, personal data of members) without written consent.

4.3 Group Chats & Direct Messages

- Club-run group chats should be moderated by at least two adults.
- Direct private messaging between adult volunteers/coaches and junior players should be avoided unless unavoidable, and always transparent.

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5. Electronic Communications

- **Email & Messaging**: Use professional and respectful language.
- **Club Announcements**: Must be sent via approved channels (email newsletters, SMS, or apps like TeamSnap/StackTeam).
- **Privacy**: Do not share members' contact information without consent.

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6. Breaches of Policy

Breaches may result in:

- A verbal or written warning.
- Removal of offending posts.
- Suspension or termination of membership or role.
- Reporting to governing bodies or authorities where required.