



Social Media Communication Policy

Date of Issue: 27 October 2016

Version: 1

Controlling Body: Lacrosse WA



Lacrosse WA – Social Media Communication Policy

Version	Date reviewed	Date endorsed	Purpose	Author
Draft A	27/10/16		Initial creation	Executive Officer
1	27/10/16	30/10/16	Issued for Use	Executive Officer



OUR COMMITMENT

Electronic communication is essential for sharing news and information with our members. Lacrosse WA is a forward thinking organisation and actively embraces social media. Active social media interaction between Lacrosse WA, Clubs and its members is encouraged, however, it is important that this policy is in place to minimise the risk of social media engagement harming LWA, our stakeholders and the reputation of our members.

Our communication will be timely, appropriate and related to Lacrosse WA business.

SCOPE

Lacrosse WA use a range of electronic tools to communicate with our members. At all times, communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

The Lacrosse WA Office will provide accountability and control over material published on our association website and any related discussion groups or social media websites such as Facebook, YouTube or Twitter.

WEBSITE

The Lacrosse WA website will include, but is not limited to, information on competitions, social events, committees, policies, programmes, LWA Constitution, Regulations and By-Laws.

No offensive content or photos will be published.

If LWA intend to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide identifying information or if shared from a Club site assume that this permission has already been given.

We will seek feedback from members to improve the information available on the site.

SMS AND EMAIL

Lacrosse WA staff, coaches and team personnel may use SMS and email to provide information about competition, training and LWA sanctioned social events and other business, however:

- SMS messages should be short and about specific LWA matters
- Email communication will be used when more information is required
- Communication involving children will be directed through the parents and/ or guardians.

SOCIAL MEDIA

Lacrosse WA treat all social media postings, blogs, status updates and tweets as public "comment".

Postings (written photos or videos) will be family-friendly and feature positive club and Association news and events

No personal information about our members will be disclosed.

No statements will be made that are misleading, false or likely to injure a person's reputation.



No statements will be made that might bring LWA into disrepute.

Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible disciplined.

MEMBER RESPONSIBILITIES

We expect our members to conduct themselves appropriately when using electronic communication to share information with other LWA members or posting material on public websites connected to LWA or an associated club.

Electronic communication:

- Should be restricted to LWA matters
- Must not offend, intimidate or bully another person
- Must not be misleading, false or injure the reputation of another person
- Should respect and maintain the privacy of members
- Must not bring Lacrosse WA into disrepute.

All Clubs, coaches and team personnel who work with children and young people must direct electronic communication through the child's parents and/ or guardians.

NON-COMPLIANCE

Staff, volunteers and members may face disciplinary action for sending inappropriate electronic communication or posting online content to comments that harass, offend, intimidate or humiliate LWA staff, volunteers or members as outlined in the Lacrosse WA Diversity and Inclusion Policy or LWA Code of Conduct.

Breach of this policy may result in dismissal from State/ Regional teams.

Under certain circumstance, cyber bullying (eg: bullying that is carried out through an internet service such as email , chat room, discussion group, instant messaging or website) is a criminal offence that may be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain (eg: Facebook, YouTube or Twitter) may be liable for defamation.

Adopted by the board: *30 October 2016*

Reviewed and updated: *30 October 2016*

Scheduled review: *October 2017*