



## Social Media Policy

### 1. Purpose

The Torquay Tigers Football Club (TTFC) recognises the value of social media in promoting the club, celebrating achievements, engaging with our community, and sharing important information.

This policy provides clear guidelines on the responsible and respectful use of social media by all club members, officials, players, volunteers, and supporters.

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### 2. Scope

This policy applies to:

- All players (senior and junior)
- Coaches and team managers
- Committee members and volunteers
- Parents and supporters when representing or discussing the club online

This includes all social media platforms such as Facebook, Instagram, X (Twitter), TikTok, YouTube, Snapchat, and any other online forum or group chat (e.g. WhatsApp, Messenger).

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### 3. Official Club Accounts

The club's **official social media pages** are the only authorised channels for posting on behalf of TTFC.

#### Authorised posters:

- The Club President
- The Communications/Social Media Officer
- Any committee member authorised by the Communications Officer

All official posts must:

- Represent the club positively and professionally
- Be factual, respectful, and aligned with club values
- Avoid disclosing confidential, private, or sensitive information

Any proposed content from coaches or team managers must be sent to the Communications Officer for approval before posting.

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### 4. Personal Use of Social Media

TTFC members and supporters are encouraged to share their passion for the club but must do so respectfully and responsibly.

When posting about the club, you must **not**:

- Make or share comments that are defamatory, abusive, discriminatory, or offensive
- Be mindful when posting social media posts and wearing the TTFC uniform
- Post photos or videos of players (especially juniors) without consent from parents/guardians
- Criticise umpires, opposition teams, officials, or club members
- Disclose internal club matters or disputes
- Use the club logo or name in a way that implies official endorsement without permission

If you identify yourself as a TTFC player, coach, or member online, remember that you are representing the club and should uphold its values at all times.

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## 5. Content Guidelines for Official Posts

Acceptable and encouraged content includes:

- Game fixtures, results, and highlights
- Player milestones and achievements
- Sponsor acknowledgements
- Community events and fundraisers
- Team photos (with consent)
- Positive stories about the club and its people

Prohibited content includes:

- Inappropriate language or imagery
- Negative commentary about players, officials, or opposition
- Any form of bullying, harassment, or discrimination
- Alcohol- or gambling-related promotions without committee approval

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## 6. Junior Player Protection

Photos or videos of junior players may only be posted:

- With prior consent from parents or guardians
- Without identifying information (no full names unless approved)
- In a positive and appropriate context

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## 7. Breaches of Policy

Any breach of this policy may result in:

- A request to remove the offending post
- Disciplinary action by the club committee
- Reporting to the relevant league or governing body if necessary

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## 8. Review and Updates

This policy will be reviewed annually by the TTFC Committee to ensure it remains current and effective.

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## 9. Contact

For questions or concerns about social media use or this policy, contact: [admin@torquaytigers.com](mailto:admin@torquaytigers.com) or speak with the **Communications Officer** or **Club President**.



## Social Media Policy (Summary)

### Purpose

Social media helps promote our club, celebrate success, and connect with our community. All players, coaches, volunteers, and supporters must use it **responsibly and respectfully**.

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### Who Can Post

- Only **authorised club representatives** (President, Communications Officer, or approved Committee Members) may post on **official club pages**.
- Team managers or coaches must send content to the Communications Officer for approval before posting.

### What Can Be Posted

#### ✔ Appropriate content includes:

- Match results, fixtures, and achievements
- Player milestones and celebrations
- Sponsor acknowledgements
- Community events and fundraisers
- Team photos (with consent)

#### ✘ Do NOT post:

- Offensive, abusive, or discriminatory comments
- Criticism of players, coaches, umpires, or opposition
- Confidential club matters or disputes
- Photos/videos of juniors without parental consent
- Alcohol or gambling content without approval

### Personal Use Guidelines

When posting personally about the club:

- Be positive and respectful
- Remember you represent the Torquay Tigers
- Don't use the club logo or name to appear "official" without permission
- Avoid posting anything that could harm the club's reputation

### Junior Protection

- Always get parental consent before posting junior photos/videos
- Avoid sharing full names or personal details

### Breaches

Breaches may lead to posts being removed, disciplinary action, or referral to the league.

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### Need Help or Unsure?

Contact: [admin@torquaytigers.com.au](mailto:admin@torquaytigers.com.au)

let's keep social media **positive, respectful, and proudly Torquay Tigers!** ● ●