



Te Awamutu Association Football Club - Social Media & Media Policy

Purpose

The purpose of this policy is to ensure that all communication through social media and other media platforms reflects the values, integrity, and safety standards of Te Awamutu Association Football Club (TAAFC), in line with the safeguarding and conduct expectations of WaiBOP Football and New Zealand Football (NZF).

Social media includes, but is not limited to, Facebook, Instagram, TikTok, X (formerly Twitter), Snapchat, YouTube, messaging apps (e.g. WhatsApp, Messenger), blogs, and forums.

1. General Expectations

All members of TAAFC—including players, coaches, officials, volunteers, parents, and supporters—must:

- 1.1.** Communicate in a respectful, responsible, and professional manner at all times.
- 1.2.** Ensure no content brings the club, its members, officials, or the wider football community into disrepute.
- 1.3.** Comply with NZF, WaiBOP, and club rules, as well as New Zealand law (including the Human Rights Act 1993, Harmful Digital Communications Act 2015, and Privacy Act 2020).
- 1.4.** Treat all online communication as if it were public and permanent.
- 1.5.** Report any harmful, inappropriate, or concerning communication to the Club Secretary immediately.

2. Branding and Social Media Use

2.1. Official Club Content

To maintain a consistent and professional image of Te Awamutu Association Football Club, all official content—including the use of the club's logo, name, colours, uniforms, or branding—must be created and published exclusively by the club's official social media team or with prior approval from the Committee.

2.2. Social Media Conduct

Members, including players, coaches, volunteers, and staff, must refrain from sharing official club information such as announcements, internal decisions, sponsorship details, or confidential matters on personal social media accounts. 2.2 Unofficial social media accounts or pages that could be interpreted as representing the club are not permitted.

2.3. Use of Club Branding

Any use of the club's branding for personal or external purposes (e.g., promotional material, merchandise, or fundraisers) requires written approval from the Committee. 3.2 Members must not reproduce, alter, or distribute any club-branded materials without prior authorisation.

2.4. Enforcement and Accountability

Any breaches of this policy may result in appropriate action as deemed necessary by the club, including warnings, suspension, or other disciplinary measures.

3. Club Responsibilities

TAAFC will:

- 3.1.** Monitor and manage its official online presence (website, social media pages) and remove inappropriate content.
- 3.2.** Appoint administrators to moderate club platforms.
- 3.3.** Ensure official club posts reflect club values and uphold child safety and inclusive conduct.

The following are examples of behaviour that will not be tolerated from any club member or representative:

4.1. Publishing derogatory, offensive, or inflammatory content about:

- Other clubs, referees, opposition teams or supporters.
- Coaches, players, club officials or their family members.
- Club decisions, staff, or volunteers.

4.2. Sharing confidential or private information (e.g. personal details, injuries, internal disputes).

4.3. Posting material that is discriminatory, harassing, threatening, sexualised, or abusive in tone.

4.4. Reposting or engaging with inappropriate, harmful, or politically affiliated content that misrepresents or misaligns with club values.

4.5. Engaging in personal disputes or “banter” online that could be perceived as harmful, especially involving children or youth players.

5. Specific Guidance by Role

Club Officials, Coaches, and Volunteers

Must not:

- 5.1.** Use social media to communicate privately with players under 18 (except via approved platforms and always including a parent/guardian).
- 5.2.** Accept or send friend requests to players under 18.
- 5.3.** Post personal opinions about club matters or decisions.
- 5.4.** Share their own private social accounts with players.
- 5.5.** Delete any inappropriate messages received or sent—retain for possible investigation.

Parents/Guardians

Should:

- 5.6.** Know how coaches and the club communicate with your child.
- 5.7.** Request to be copied into any club communications sent to your child.
- 5.8.** Inform the Club Secretary if your child receives any inappropriate communication.
- 5.9.** Avoid posting personal opinions about other players, coaches, or referees online.
- 5.10.** Not disclose other children's personal information or situations online.

Players

Must not:

- 5.11.** Post or share offensive, insulting, or harmful content about anyone connected to football.
- 5.12.** Give out personal information or engage in personal communication with adults at the club.
- 5.13.** Friend or follow coaches or officials online.
- 5.14.** Reveal match or training details without permission.
- 5.15.** Delete inappropriate messages—report them instead.
- 5.16.** Use offensive, threatening, or discriminatory language.

6. Disciplinary Action

A breach of this policy may result in:

- 6.1.** A warning, suspension, or removal from the club.
- 6.2.** Referral to the TAAFC Disciplinary Committee.
- 6.3.** Referral to external authorities, including NZF, WaiBOP, or the Police, if necessary.

Reporting Concerns

Concerns about online conduct should be directed to the **Club Administrator at info@teawamutuafc.co.nz**. All reports will be taken seriously and handled confidentially.

Review

This policy will be reviewed annually or as required to ensure alignment with NZF and WaiBOP guidance and best practices.