



Social Media Policy v1.0

1. Purpose

Caringbah Redbacks FC embraces social media as a positive way to celebrate football, engage with our community, recognise our players and volunteers, and promote our club.

This policy sets out the expectations for anyone representing, associated with, or posting content relating to Caringbah Redbacks FC.

All members are expected to use social media responsibly and in a manner that reflects our values of:

- Respect
- Effort
- Development
- Belonging
- Attitude
- Commitment
- Kids First
- Strength

This policy should be read alongside the Football NSW and Sutherland Shire Football Association Social Media Policies.

2. Who this Policy Applies To

This policy applies to:

- Players
- Parents and Guardians
- Coaches
- Managers
- Volunteers
- Committee Members
- Match Officials
- Supporters
- Anyone operating a social media account representing a Redbacks team or the club

It applies regardless of whether the account is official, unofficial or personal where content relates to the club.



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3. Our Principles

Every online interaction should:

Promote football positively.

Protect children and young people.

Respect others.

Protect privacy.

Represent Redbacks professionally.

Remember:

Once something is posted online, you lose control over it. Even deleted posts, screenshots and messages may remain permanently available.

4. Respect

Members must not publish or share content that is:

- abusive
- threatening
- defamatory
- discriminatory
- racist
- sexist
- intimidating
- bullying
- harassing
- obscene
- inflammatory
- misleading

This includes comments, memes, captions, emojis, GIFs, videos and private group chats where content may become public.

Zero tolerance applies to online bullying or harassment.

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5. Privacy & Confidentiality

Members must respect the privacy of everyone connected with the club.

Do not publish:

- private conversations
- screenshots of messages
- disciplinary matters
- tribunal matters
- player grading decisions
- injury or medical information
- contact details
- personal information
- financial information
- committee discussions
- confidential club information

If information is not already public, do not publish it.

6. Children & Young People

Protecting children is everyone's responsibility.

Members must:

- obtain appropriate permission before publishing identifiable images of children
- respect any photo opt-out requests
- never post personal information about a child
- avoid tagging children without parent approval
- communicate with junior players only through approved football communication channels

No coach, manager or volunteer should use personal social media to communicate privately with junior players.



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7. Photography & Video

Only publish photos or videos that:

- positively represent football
- are appropriate
- have the necessary permissions
- do not embarrass or humiliate participants

Do not publish footage of:

- injuries
- medical incidents
- behavioural incidents
- disciplinary matters
- distressed participants

8. Official Team Accounts

Any account using:

- Caringbah Redbacks FC logo and or Name
- Club logos

must be approved by the club.

Each approved team account must have:

- at least two adult administrators
- a current coach or manager as an administrator
- administrators approved by the club

The club reserves the right to request administrator access or removal of any account representing the club.



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9. Intellectual Property

Club logos, graphics, uniforms, branding and digital assets remain the property of Caringbah Redbacks FC.

Members must not:

- alter club logos
- create misleading branding
- impersonate official club accounts
- use club branding for commercial purposes without approval

10. Artificial Intelligence (AI)

AI is becoming an important tool in content creation.

Members using AI generated content must ensure it:

- is truthful
- is not misleading
- does not impersonate individuals
- does not infringe copyright
- does not damage the reputation of the club
- clearly represents Redbacks in a respectful manner

AI generated images must never falsely depict incidents involving players, referees, officials or other clubs.

11. Match Officials

Referees are an essential part of football.

Members must never publish content targeting referees or assistant referees through:

- criticism
- ridicule
- abuse
- memes
- edited videos
- commentary intended to encourage harassment



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12. Other Clubs

Healthy rivalry is encouraged.

Disrespect is not.

Members should celebrate Redbacks without attacking:

- opposition clubs
- players
- coaches
- supporters
- volunteers

13. Personal Accounts

Members are entitled to personal opinions.

However, when identifying as a Redbacks member or posting about club matters, your conduct reflects upon the club.

Think before posting.

If in doubt, don't post.

14. Reporting Concerns

If you see inappropriate online behaviour involving Redbacks, report it to:

- Club Media Manager
- Club President
- Secretary
- Member Protection Information Officer (MPIO)

Please avoid engaging publicly.

Allow the club to investigate.

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15. Breaches

Breaches may result in:

- removal of content
- removal of administrator access
- suspension of team social media privileges
- internal disciplinary action
- club and individuals may be referred to SSFA
- club and individuals may be referred to Football NSW
- club and individuals may be referred to Police where laws may have been breached

16. A Simple Test Before You Post

Before posting, ask yourself:

- ✓ Is it respectful?
- ✓ Is it true?
- ✓ Do I have permission?
- ✓ Do I have permission to share this information, photo or video, and does it avoid exposing anyone's personal or confidential information?
- ✓ Would I be happy for this to appear on the front page of the newspaper?

If the answer is No to any of these questions...

Don't post it.

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