

Cooks Hill United FC Media and Communications Policy

10 August 2026

Introduction

Cooks Hill United Football Club (**Cooks Hill United FC** or the **Club**) recognises the growing use and reliance on information technology as a tool for organisations and clubs to communicate with their players, members, partners, sponsors, customers and stakeholders.

The Cooks Hill United FC Media and Communications Policy (**Policy**) provides a framework for participation in Social Media and Electronic Communication as it relates to Club matters and activities.

The Club acknowledges how Social Media and Electronic Communications shape how our players, members, partners, sponsors, customers and stakeholders, as well as the wider community, interact with and view our Club.

It is the responsibility of the Cooks Hill United FC Executive Committee (**Committee**) to ensure that its players, members, partners, sponsors, customers and stakeholders use information technology in a manner that is appropriate and benefits the Club.

It is the responsibility of players, members, partners, sponsors, customers and stakeholders to implement this policy when using or engaging with Social Media and Electronic Communications that relate to Club matters.

A joint responsibility to implement this Policy ensures information technology is used to benefit and grow Cooks Hill United FC.

Definitions:

- **Electronic Communication:** Means the transfer of information (data, text, images, voice) using electronic devices or technologies, such as computers, telephones, and the internet. For example, leaving a comment on a Youtube Video.
- **Club:** Means Cooks Hill United Football Club, its Committee, players, coaches, volunteers, and other members.
- **Committee:** Refers to the Cooks Hill United Football Club Executive Committee.
- **Personal Information:** Has the same meaning as in the *Privacy Act 1988* (Cth) and means information or opinion about an identified individual who is reasonably identifiable.

- **Content:** Means information, material, or ideas expressed through media, such as text, video, audio or images, designed to communicate, inform, or entertain. For example, a post on an Instagram or Facebook page.
- **Non-Official Club Communication Sites:** means a Social Media site that is not approved or endorsed by the Club, but which shares Content and/or engages in Electronic Communication that relate to Club matters.
- **Official Club Communication Sites:** means a Social Media site endorsed and approved by the Committee that shares Content and/or engages in Electronic Communication that relate to Club matters,
- **Sensitive Information:** Has the same meaning as in the *Privacy Act 1988* (Cth) and means information or an opinion about an individual's:
 - Racial or ethnic origin; or
 - Political opinions; or
 - Membership of a political association; or
 - Religious beliefs or affiliations; or
 - Philosophical beliefs;
 - Membership of a trade union; or
 - Sexual orientation or practices; or
 - Criminal record;

That is also personal information; or

- Health information about an individual; or
- genetic information about an individual that is not otherwise health information; or
- biometric information that is to be used for the purpose of automated biometric verification or biometric identification; or
- biometric templates.
- **Social Media:** means internet-based applications that facilitate user-driven content creation, sharing and interaction, and includes websites and other platforms that allow the sharing of information, photos, videos, and other Electronic Communication and Content. A reference in this Policy to Social Media includes Non-Official Club Communication Sites and Official Club Communication Sites,

Purpose

This Policy sets out Cooks Hill United FC's expectations regarding Electronic Communications and the use of Social Media to share and promote Club activities.

This Policy establishes guidelines for making decisions regarding Official Club Communication Sites and the Electronic Communications which will be shared. It is also to encourage and establish guidelines for players, members, partners, sponsors, customers, stakeholders, etc to use Social Media responsibly when it involves Electronic Communication with or about the Club.

Scope

- This Policy applies to players, members, partners, sponsors, customers, or stakeholders of the Club when representing the Club on Official Club Communication Sites, Non-Official Club Communication Sites, or commenting or interacting with Social Media sites which involve Club matters.
- This Policy only applies to players, members, partners, sponsors, customers or stakeholders who are 18 years of age or older.
- This Policy applies to Content that is shared on Social Media by the Club (i.e. on Official Club Communication Sites).
- This Policy only applies to Content involving individuals who are 18 years of age or older.
- It also applies to Content that may be shared across various sites, or Electronic Communication such as comments left on blogs, forums, pages, sites or elsewhere on the internet about the Club, and applies to responding to comments about the Club.

Principles

How will Social Media be used?

Social Media will be used in a manner which:

1. Benefits and promotes the Club;
2. Enhances the Club's reputation;
3. Builds upon the Club's plans for the future and supports the Club's growth;
4. Profiles the Club as a valued and respected feature of the community; and
5. Ensures that people feel comfortable and safe when participating in Club activities.

How will Official Club Communication Sites be used?

Cooks Hill United FC will maintain official Club Social Media pages, including but not limited to an official Club Web Page, Facebook, Instagram and a Team App.

Official Club Communication Sites aim to:

1. Share information to players, members, partners, sponsors, customers or stakeholders about Club matters or activities.
2. Provide a quick, inexpensive and effective way to communicate with the wider community as well as players, members, partners, sponsors, customers or stakeholders.
3. Enhance the Club's reputation and build Club culture.
4. Promote sponsors in line with the Club's sponsorship requirements.
5. Attract new Club members and sponsors.
6. Post photos and calendar events.

Rules for Official Club Communication Sites:

1. Should a person or group (such as a team or league) wish to establish an Official Club Communication site, approval must be granted by the Committee.
2. Content shared on an Official Club Communication Site must abide by the Club's marketing guidelines. For example, Content must use club colours.
3. Content shared on an Official Club Communication Site that shows an individual must be done so with their consent (explicit or implied).
4. Must not share Content that is disrespectful or offensive (for example, does not negatively target the Club, referees, other clubs, players, fans or sponsors).
5. Must not share Content that is inappropriate (for example, no Content displaying drinking, nudity, etc).
6. Must not share Content that is derogatory (for example, no Content which is discriminatory),
7. Content or Electronic Communication may include Personal Information, however must not include Sensitive Information. For example, Content may include someone's name and photograph, however it must not share information or an opinion about someone's religious beliefs or their health information. Of course, it must also not disclose other information which is sensitive or personal, such as someone's phone number or address.
8. If an individual or group (such as a business or another organisation) requests that Content be removed or Electronic Communication deleted, the Club will take all reasonable steps to ensure this is achieved.

Non-Official Club Communication Sites:

The Club recognises that individual football programs or teams may wish to maintain Social Media sites.

Rules of Non-Official Club Communication Sites:

1. Must not use language which suggests that the site or the Content has been approved or endorsed by the Club. For example, must not use the words "official."
2. Must not post announcements or information that is aimed at a "Club-wide" audience or for the wider community.
3. Content is not disrespectful or offensive (for example, does not negatively target the Club, referees, other clubs, players, fans or sponsors).
4. Content is not inappropriate (for example, no Content displaying drinking, nudity, etc).
5. Content is not derogatory (for example, no Content which is discriminatory).
6. Electronic Communication must remain respectful, must not bring the Club into disrepute, must not be offensive or derogatory, and must not suggest endorsement from the Club.
7. Content and Electronic Communication may include Personal Information, however must not include Sensitive Information. For example, Content may include someone's name and photograph, however it must not share information or an opinion about someone's religious beliefs or their health information. Of course, it must also not disclose other information which is sensitive or personal, such as someone's phone number or address.
8. Use common sense and follow our recommended rule of thumb: "If you don't have something positive to say, then don't say anything at all."

Content presented on Non-Official Club Communication Sites will be reviewed periodically by the Club.

The Club at its discretion may form the view that Content or Electronic Communications shared by Non-Official Club Communication sites does not abide by this Policy, in which case the Club may decide that this Policy has been breached.

Breaches of this Policy

Cooks Hill United FC has a 'Zero Tolerance' to breaches of this Policy. Inappropriate use of Social Media or Electronic Communication will be dealt with by the Club

Any person who believes that they have been the victims to inappropriate Electronic Communication, has viewed inappropriate Content or believed that Social Media sites have been used in a manner which is in breach of this Policy, should report the matter to any member of the Committee (either verbally or in writing), along with any evidence which may assist the Club look into the concern.

Any Content which is shared via Electronic Communication on Social Media sites that is deemed to have breached this Policy will be removed by the Club administrators where possible. The Club, at its discretion, will investigate the matter and action taken, up to and including reporting the Content on the relevant Social Media site or reporting the matter to external authorities (i.e. the Police).