



LILYDALE JUNIOR FOOTBALL CLUB

SOCIAL MEDIA & COMMUNICATION POLICY

Purpose:

This policy outlines the standards and expectations for communication and social media use across Lilydale Junior Football Club (LJFC). It applies to all coaches, team managers, players, committee members, parents, and club associates.

Communication Channels:

- The club officially communicates through its Facebook page and website for general news, updates, and public announcements.
- All team-specific communication between coaches, parents, and players must be conducted through the Heja app.
- Heja is a free app that acts as a centralised platform for communication between coaches and families.
- Players may have access to Heja at a time approved by their families. However, the club recommends no direct access for players until they are in high school (U13s and above).

Oversight Requirements:

- The President, Vice President, Secretary & Child Safety & Wellbeing Managers must be included in every Heja team group. This ensures oversight and facilitates direct contact with club leadership.
- Coaches, Team Managers, and Committee Members must ensure Heja is the sole communication portal between parents and coaching staff.
- If a parent cannot access Heja due to lack of mobile device access, this must be reported to the Secretary. The parent will have to find an avenue to get the information from either the coach, Team Manager or another parent.

Email Communication:

- Occasionally, the club may use email to communicate with parents.
- All such communications must be sent using the BCC (Blind Carbon Copy) function to protect the privacy of email addresses.

Image and Likeness Consent:

- In registration people are asked to opt-in or opt-out of allowing their child's image/likeness to be used in club social media or promotional material.



Social Media Boundaries:

- LJFC does not condone or support the creation of unofficial communication platforms such as Facebook groups, WhatsApp groups, or Messenger groups for individual teams.
- Any inappropriate conduct including bullying will not be tolerated and disciplinary actions will follow inline with our constitution.

Coaches must not engage in private social media communication with players under any circumstances.

- Any necessary player communication must go through Heja or be conducted with parental involvement and visibility.
- All interaction with junior players must reflect the highest standards of professionalism and respect. Breaches of this policy may result in disciplinary action in accordance with the club's bylaws and code of conduct.

Summary:

LJFC is committed to maintaining a safe, respectful, and transparent communication environment. The use of approved platforms ensures clear oversight, protects personal privacy, and fosters positive relationships between all club members.

Policy last reviewed	October 2025
Consulation	September 2025 Travis Switzer - Culture Vate
Approved by	LJFC Committee
Next Review Schedule date (2 years)	October 2027