



Social Media Conduct Policy | Yeppoon Swans Australian Football Club

Effective January 2025

Applies to: All players, coaches, volunteers, committee members, parents, and supporters

1. Purpose

This policy outlines expectations for online behaviour in relation to the Yeppoon Swans Football Club, in alignment with AFL Queensland's Codes of Conduct and the AFL Member Protection Policy.

2. Scope

This policy applies to all forms of digital and social media, including:

- Club-affiliated accounts and pages
- Private or unofficial Facebook groups, WhatsApp or Messenger chats
- Personal accounts where comments relate to club activities, members, or the AFL community

3. Expected Behaviour

All members and participants are expected to:

- Treat others with respect and fairness
- Refrain from harassment, bullying, or discrimination
- Avoid language or content that is abusive, threatening, or offensive
- Use social media in a way that supports a safe, inclusive, and welcoming club environment

4. Cyberbullying and Inappropriate Conduct

Cyberbullying includes—but is not limited to:

- Posting or sharing insulting, offensive, or humiliating content about others
- Excluding individuals from team chats or communication as punishment
- Using club-related platforms to spread rumours, abuse, or targeted criticism
- Posting racist, sexist, or otherwise discriminatory remarks

Such behaviour is a breach of the AFLQ Code of Conduct and may result in disciplinary action.

5. Club Responsibility and Jurisdiction

The Yeppoon Swans reserve the right to act upon:

- Behaviour in unofficial groups or private chats where club members are targeted
- Any online conduct that brings the club, the AFL, or the game into disrepute

Reports may be addressed by:

- The Club Committee or Member Protection Officer
- AFL Capricornia or AFL Queensland (in serious or unresolved matters)
- Law enforcement (if applicable)

6. Consequences for Breach

Breaches of this policy may result in:

- Verbal or written warnings
- Temporary or permanent suspension from club activities
- Escalation to AFL Queensland or relevant governing body
- Police involvement for serious or criminal matters

7. Reporting

If you experience or witness inappropriate conduct online involving a club member:

- Report to the Club's relevant Vice President or Club President
- Confidentiality will be respected to the extent possible

8. Support and Education

The club is committed to:

- Ongoing education for players and members about respectful online conduct
- Promoting a culture of inclusion, responsibility, and wellbeing