A6: SOCIAL MEDIA GUIDE

ACTION PLAN ITEM

Ensure the club website and social media channels will be free from images or messages that highlight, promote or normalise sports betting or other gambling-related activities.

WHY IT'S IMPORTANT

Many clubs use social media pages or group messaging platforms like Facebook, Instagram, Twitter and What's App to communicate with members, share club achievements and socialise. These platforms are often open to the general public to view and follow.

Your club's social media presence should reflect club values and principles. Now that your club has joined the Here For The Game Community Program, you want to make sure that there aren't any messages or posts that normalise or encourage sports betting or gambling.

By joining the program, your club is working to set a great example for members, guests, and especially young people – and your social media channels are an important part of that.

It can also be a reputational risk for the club if you've made a commitment to join the program but are seen to be sharing images and messages that promote or normalise sports betting or other gambling-related activities.

WHAT SORT OF POSTS OR MESSAGES SHOULD BE AVOIDED?

This guide is referring to social media posts or group messages around sports betting or other gambling activities that are either positive or neutral, or that make it seem like sports betting and gambling are normal or desirable activities to take part in.

This could include messages or images about bets you're going to put on, sports betting apps, betting odds, stories of you or people you know winning or losing at sports betting, sharing jokes, videos and memes, etc. It can also include images of club members involved in gambling-related activities like attending the casino or the horse/greyhound races.

This doesn't mean any mention of sports betting should be banned. The Here For The Game Community Program encourages your club leaders to discuss the risks of gambling, and where to get support, with members, guests and families.

STEPS TO TAKE

1. Put an item on the agenda for a club committee meeting to discuss and endorse a club policy that coaches, players, officials, volunteers and members shouldn't post images or messages that normalise sports betting or other gambling on club social media or websites.

2. Insert a statement in the club code of conduct covering this. It could sit alongside other role modelling-type statements (e.g. responsible alcohol consumption, respecting umpiring/refereeing decisions, fairness, being a good sport and upholding club values) or it could be a standalone statement. See below for suggested wording.

3. Inform everyone involved at the club that, as part of your commitment to the Here For The Game Community Program, your club won't host images or messages that normalise sports betting or other gambling on its website, social media or messaging channels.

4. Review and update the club's social media guidelines (if separate to your code of conduct) to include a statement about not posting any images or messages that normalise sports betting or other gambling.

5. Make sure the person responsible for monitoring and managing the club's website, social media and messaging channels is prepared to quickly remove any images or messages that breach the policy.

6. Your club could consider reviewing the club's past social media for any posts that go against your new policy.

7. Be prepared to respond appropriately if you become aware that club members aren't following the code of conduct. Your club should deal with this in the same way they do other breaches of the code of conduct (e.g. inappropriate alcohol consumption, aggressive spectator or member behaviour or inappropriate use of club website and social media).

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SUGGESTED WORDING FOR YOUR CLUB'S CODE OF CONDUCT

"Our club is committed to tackling the growing presence of sports betting and gambling in our community. To support this goal, we expect that club members won't use official club websites, social media and messaging channels to post images and messages that promote sports betting or other gambling as a normal behaviour."

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