

# A guide to Promoting an eSafe club culture

**This guide offers sporting organisations and clubs the chance to review and improve online safety policies and practices—to identify online risks and ways to better manage social media use and online behaviour by managers, coaches, officials, participants, parents/carers and volunteers.**

The guide includes reference to the use of mobiles, computers or other devices to communicate by voice, photographs, video or text, such as email, instant messaging and social posts.

This guide is not exhaustive and not all risks are highlighted. Instead, organisations can use this document to review existing policies and develop them further, according to individual circumstances and needs. It refers to a ‘policy’ for online use, however this may incorporate several policies—or these may need to be developed.

For more information about online safety, visit the [eSafety Commissioner](#) website.

## Key eSafety links

- Report cyberbullying – [esafety.gov.au/cyberbullying-complaint](https://esafety.gov.au/cyberbullying-complaint)
- Report image-based abuse – [esafety.gov.au/iba](https://esafety.gov.au/iba)
- iParent – [esafety.gov.au/iparent](https://esafety.gov.au/iparent)
- FAQs on photos, videos and social media – [esafety.gov.au/photos-videos-faqs](https://esafety.gov.au/photos-videos-faqs)
- eSafety well-being support – [esafety.gov.au/online-wellbeing-hub](https://esafety.gov.au/online-wellbeing-hub)

- For information about Child Safe Organisations visit the National Children’s Commissioner: [humanrights.gov.au](https://humanrights.gov.au)
- For information, resources, tools and free online training in preventing and dealing with discrimination, harassment, child safety, inclusion and integrity issues in sport visit [playbytherules.net.au](https://playbytherules.net.au)

<b>Understand what is already in place—policies</b>		<b>Yes</b>
<b>1</b>	<b>Is the use of social media and technology covered in your organisation’s policies? This may be in any of the following:</b>	
	• Code of conduct policy	
	• Social media policy	
	• Acceptable use policy	
	• Member protection/participant wellbeing policy	
	• Child protection policy/child safety and wellbeing policy	
	• Other	
<b>2</b>	<b>Does the policy link to, or align with, your organisation’s state or national bodies?</b>	
<b>3</b>	<b>Does the policy outline expectations for:</b>	
	• Terms of use	
	• Use of personal information, photos and videos	
	• Age-appropriate access	
	• Use of the organisation’s name, logo, uniform etc.	

<b>Policy enforcement</b>		<b>Yes</b>
<b>Policies need to cover all members. This may include managers, officials, coaches, participants, parents/ carers and other volunteers. Members need to be formally bound by the policies.</b>		
<b>4</b>	<b>Are all members required to sign an acknowledgement that they have read and understood the organisation’s online safety policy?</b>	

<b>Consent</b>		<b>Yes</b>
<b>Informed consent is essential. Organisations need to explain to participants and parents/carers how they use participant's personal information, photos and videos and ensure this is clearly understood.</b>		
<b>5</b>	Are all members asked to read and sign a consent form which outlines how personal information, <u>photos</u> , <u>videos</u> and copyright material will be used by the club/organisation? Is this consent form circulated and signed each year?	
<b>6</b>	Does the consent form outline the expectations of how all members can use personal information, <u>photos</u> , <u>videos</u> and copyright material?	
<b>7</b>	Does the consent form outline when and how coaches/managers can contact participants directly? This could be reminders about practice dates, upcoming events etc.	
<b>8</b>	Are participants consulted about image publication and is it made clear that they retain the right to have these removed?	

<b>Policy content</b>		<b>Yes</b>
<b>Young people need to be part of policy development to ensure the recognition and inclusion of their safety needs both on and offline</b>		
<b>9</b>	Does the policy set out guidelines for acceptable use/misuse of social media?	
<b>10</b>	Does the policy outline the difference between personal/private and professional/organisational social media use?	
<b>11</b>	Does the policy outline expectations about social media use referring to the organisation during: <ul style="list-style-type: none"> <li>• training or game times?</li> <li>• outside of training and games?</li> </ul>	
<b>12</b>	Does the policy outline the types of abuse that children and young people can experience online? This includes cyberbullying, exposure to explicit images and inappropriate content, image-based abuse (non-consensual sharing of private images), online grooming and online child sexual abuse and exploitation?	
<b>13</b>	Does the policy set out expectations for the use of cameras, recording devices in areas such as change rooms and shower facilities?	
<b>14</b>	Does the policy outline how personal information/data collected through communication with participants and parents is stored, and used?	
<b>15</b>	Is the policy publicly accessible?	

Policy breaches		Yes
16	Does the policy outline appropriate ways/reporting pathways to raise concerns about online activities which relate to the organisation and its members?	
17	Does the policy state what constitutes a breach, and is there a clear process for handling breaches?	
18	Are managers, officials, coaches, participants and parents aware of the steps taken for breaches of policy?	
19	Does the policy have links to support agencies including the <a href="#">eSafety Commissioner</a> , <a href="#">Kids Helpline</a> , <a href="#">ehelpspace</a> and <a href="#">Parentline</a> ?	

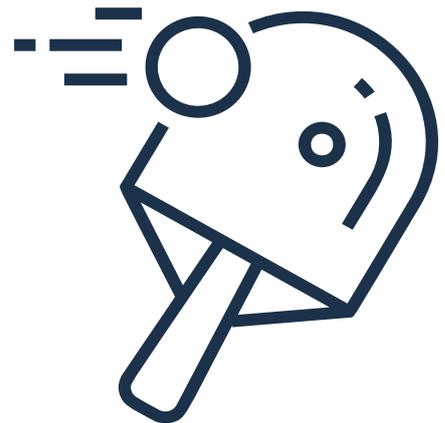
Children and young people		Yes
Addressing children and young people specifically in policies is important.		
20	Do your policies and procedures document how the organisation aims to help children and young people act safely in their online activities and interactions?	
21	If a child or young person discloses an online incident of a sexual nature, does your policy give a complainant the option of making their report to a person of the same gender or a person they feel comfortable with?	

Education and training		Yes
22	Are all officials, coaches, managers and volunteers trained or briefed to identify and manage online safety issues or social media incidents which may harm the organisation and/or its employees, participants and parents?	
23	Are officials, coaches, managers and volunteers aware that any disclosure of abuse reported through social media needs to be dealt with in the same way as face-to-face disclosure?	
24	Do you have a suitable and trained official/volunteer who leads and manages the organisation's electronic communications, including social media?	



Review		Yes
25	Are there timelines in place for policy review?	
26	Is there regular review of online safety complaints to improve child safe practices?	
27	Have procedures for breaches been tested using potential (or actual) online safety scenarios with officials, coaches, managers and volunteers?	

Communicating your eSafe club culture		Yes
28	<p>Is there a strategy to communicate social media and tech-related information? This could include information about:</p> <ul style="list-style-type: none"> <li>• use of social media services by parents/carers and participants which may reference the sporting organisation</li> <li>• where to go for help, including the <a href="#">eSafety Commissioner</a>.</li> </ul>	
29	Is your club/organisation using communication channels to promote positive messages to encourage positive online behaviour?	
30	Does the organisation promote events like <a href="#">Safer Internet Day</a> and the <a href="#">National Day Against Bullying and Violence</a> ? — these events provide opportunities to positively influence culture and promote safe, fair and inclusive messages.	



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