



IMPACT SERIES

SOCIAL MEDIA- Video and Education Resource



INTRODUCTION

The AFL 'Impact' video series and resources have been developed by the Cultural Strategy & Education unit within the AFL to assist community football clubs around Australia in providing education to their players on key social issues. The series consists of 6 clips and accompanying resources. Each clip features a football or sport related personality discussing a social issue that have impacted them personally. The Impact Series includes the following clips:

- **CONCUSSION** – Jude Bolton
- **SOCIAL MEDIA** – Tom Rockliff
- **ALCOHOL & VIOLENCE** – Stephen Morris
- **MENTAL HEALTH** – Mel Grieg
- **ILLICIT DRUGS** – Jack Nagle
- **GAMBLING** – Brent Guerra

The clips and accompanying resources can be found on the AFL Respect and Responsibility webpage alongside the tabs that relate to the corresponding social issue. Within each tab, you will find a resource that provides information on how to present the education in your club, key questions to discuss, the key messages to get across and a fact sheet on the selected topic.

The clips featured in this series are being used to educate and raise awareness across the AFL industry on the impact that decision making can have on the individual, their families, and friends.

USING THE RESOURCE

OPTION 1: YOUR OWN EDUCATION

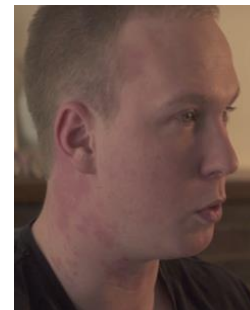
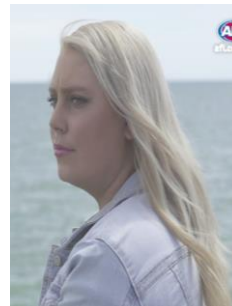
PURPOSE: To develop your own understanding and knowledge on these topics

PREPARATION: Download clips and AFL social inclusion and equality resource which can be found on the AFL Respect and Responsibility website.

MATERIALS: Laptop/PC

TIMING: 10-15 minutes per topic

FORMAT: Watch the clip yourself. Think about the questions and read over the fact sheets to develop your own understanding of the issue



OPTION 2: PLAYER EDUCATION (RECOMMENDED)

PURPOSE: To educate players within your own club

PREPARATION: Download the clip/s and Equality Resource (topic of your choice)

MATERIALS: TV and/or projector, laptop, screen/blank wall, speakers, butchers paper and markers

TIMING: 15-20 minutes per topic including clip and discussion

FORMAT: Show clip to the group and run activity/discussion as per the accompanying resource

RUNNING A SESSION

PLAYER EDUCATION: HOW TO RUN A SESSION IN YOUR CLUB

- Decide which clips you want to show.
- Read over the fact sheet, discussion points and key messages of the clips you have chosen and familiarise yourself with the content. Think about the questions you may get asked.
- Prepare any materials you need in advance – e.g. paper, pens, butcher's paper and markers.
- Organise a space for the session. Make sure it is private and without distractions, such as the club rooms.
- If you think you need some support, request assistance from a local community worker/social worker/school teacher etc. to assist.
- Allow enough time to work through each session. At least 20 minutes is recommended per clip. 5 minutes to show the clip and 15-20 minute discussion time. Also allow enough time for questions from participants.



RESPONDING TO DISCLOSURES

It is very important to ensure that you have relevant support services referral information and phone numbers to pass onto your participants. National support services are listed under each topic in this resource but you may want to identify local support services in your area.

When facilitating the sessions:

Begin the session with a group agreement around respect. Four or five group rules are usually enough and may include;

- Confidentiality –nothing leaves the room
- Listening and not interrupting
- Showing respect for other people's comments and opinions
- Using third person -not telling personal stories
- Choose how much to participate -it's ok to pass on questions or opt out

FACILITATOR TIPS

- Continually throw questions to the group. If, as a facilitator, you are asked a question, don't always answer it yourself. Throw the question to the group, and allow that to spark or continue to drive discussion
- Occasionally somebody might say something that stops you in your tracks. It is important to stay calm and address the comment with respect. If possible, try to suggest an alternate viewpoint or throw it to the rest of the group. It is important not to enter into a public argument.
- If you get a question that you don't know the answer to, don't panic. Admit that you don't know the answer. You do not want to lie or invent information that isn't true, as you lose all credibility. Reassure the person that you will follow up with them regarding the question after the session and that an answer will be provided in due time.
- At the end of the session provide an opportunity for participants to follow up with yourself to provide information regarding support services, referrals and websites.

YOU ARE NOW READY TO PLAY THE CLIP AND BEGIN YOUR SESSION

DISCUSSION POINTS

SOCIAL MEDIA

QUESTIONS

- What social media apps do you have?
- What are the good things about social media?
- How easy is it to make a mistake through social media and post something without thinking?
- Who has ever made a mistake on social media that has caused issues?
- What are some risks with using social media?
- How can you use Social Media in a positive way?



KEY MESSAGES

- Use social media to connect with people and show your personality
- Be careful what you post on social media, if you have to think about whether it is inappropriate, it probably is and best not to post it.
- Once you post something, you can't get it back.
- Most employees will search applicants names to see their social media presence
- One mistake can cost a lot – reputation, friends, sponsors, job, give a bad name to the football club etc.
- What you post on Social Media becomes your digital footprint, and will never go away.
- Think twice about using social media when under the influence of alcohol.
- Sending sexualised images of other people on social media without their consent is against the law.
- Use social media positively to connect with family and friends

- 68% of internet users have a social media profile that they mainly use to catch up with family and friends.
- 79% of Australians access the internet daily
- 49% of Australians access social media networking sites at least once per day
- Of social media users:
 - - 93% use Facebook
 - - 28% use LinkedIn
 - - 26% use Instagram
 - - 22% use Google+
 - - 18% use Twitter
 - - 15% use Snapchat

Tips staying safe on social media

- Limit your friend list – don't 'friend' random people
- Don't put personal information on social media
- Protect your privacy – check your privacy settings and set to the most private
- Protect your reputation. If you have to ask yourself if a post/tweet/photo is inappropriate – it probably is and you shouldn't post it
- Turn off location settings in your apps

SUPPORT SERVICES

ORGANISATION	PHONE	WEBSITE
THINK YOU KNOW		http://www.thinkuknow.org.au/site/
eSAFETY COMMISSIONER		https://www.esafety.gov.au/

LUBRICATE NEEDLE
INFLATE TO 69 kPa.

HERP