

SOCIAL MEDIA POLICY – Wodonga Football Club



1 Introduction

The rapid and dramatic rise in the use of social media within our community brings with it both challenges and opportunities.

Its public nature and global spread presents a range of challenges to the Wodonga Football Club safeguarding our on and off field activities, our brand and reputation, our people and, more importantly, the security and safety of our players and supporters. There are also tremendous opportunities for us to connect with our people and prospects in new and exciting ways through social media channels.

For us as individuals, the use of social media also brings with it challenges and opportunities. Many of us appreciate the way social media can let us share information and gives us a voice to express our opinions. The challenge for us is that once information is shared or an opinion expressed through social media channels, our thoughts and words can be permanently recorded and used in ways which we didn't expect and can't always control. Given these challenges, we want and expect our players to be careful online and not to display or post any information that may cause harm to the football club or its people.

We trust that the majority of you will be careful and exercise common sense when using social media channels. However, we have created this policy as a reminder that the obligations that you have more generally to your football club (e.g. not to damage its business or reputation) also apply in the new realm of social media.

2 What are social media channels?

Social media channels include social networks, video / photo sharing sites chat rooms, online forums and discussion groups, wikis, blogs, micro-blogging tools, and any other web sites that facilitate the publishing of user generated content (e.g. tumblr). These channels offer individuals the opportunity to connect with people, create and share information and ideas, and develop relationships through online communities and networks.

3 Private use of social media channels

You must not allow your use of social media channels (such as facebook or blogs etc) to have an adverse impact on your performance.

Please remember that you should not have any expectation of privacy when it comes to content and information stored or posted in the social media environment. Even if you intend to keep the information private, it may unintentionally enter the public domain. For example, online content may inadvertently be viewed or accessed by the media or other football clubs. Inappropriate content and information stored or posted in the social media environment, which is capable of being connected to the Wodonga Football Club, may adversely

affect the clubs brand image and supporter expectations as well as your own reputation.

As a general rule, you should be guided by your common sense and not display or post any information that may damage the football club in any way.

In particular, you **must not** use social media channels to:

post or disclose information belonging to the Wodonga Football Club (for example, any information relating to players, supporters/members, any confidential terms and conditions of your employment and confidential information about your association with the club) which is not otherwise publically available;

comment on, post or store any information about club matters in a way that that may damage the club; or

disparage or speak adversely about the club, its supporters/members, other players or sponsors (including supporting others who do this)

We also recommend that you remain aware of your personal online reputation, security and safety at all times. You should be aware that, even when not discussing football club related matters, if you engage in inappropriate conduct online (for example, by posting racist comments or offensive images) it may still have a serious impact on your reputation in real life, your relationships at the club and even on your future with the Wodonga Football Club.

4 Material posted by others

Inappropriate or disparaging content and information stored or posted by others (including people outside the club) in the social media environment may also damage the club or its reputation.

If you become aware of any such material which may damage the club or its reputation, it would assist us if you would immediately notify the club so that we can address it.

5 Using social media channels for club business

The club views social media channels as increasingly important communication and engagement tools in our interactions with members, supporters and online communities. Social media channels present the opportunity to enhance the clubs customer relations capabilities and the chance to listen and, where appropriate, engage in meaningful conversations with our people and communities of interest. You must not at any time purport to speak on behalf of the club through social media channels without the express prior approval of the club president.

If you do identify yourself as a club affiliate/player (or are identifiable as a player) you must make it clear that you don't speak on behalf of the club.

The clubs policy provides a detailed overview of those people authorised to represent the Group in social media environments and it is important you understand and have proper authorisation before participating in this capacity.

7 Breach

Failure to comply with this policy may result in disciplinary action being taken against you, which, in serious cases, may include the termination of your association with the club.

8 Miscellaneous

This policy may be subject to change from time to time at the clubs discretion.