



# GREENSBOROUGH JUNIOR FOOTBALL CLUB

## Social Media Policy

### 1. Purpose

Social Media is a rapidly expanding form of communication. The Greensborough Junior Football Club (GJFC) realises that participation in Social Media by Club officials, volunteers and players will continue to increase. If you chose to participate in any form of Social Media the Club expects you to adhere to the standards set out in this Policy when referencing your association with the Greensborough Junior Football Club and the Northern Football Netball League, any of the leagues clubs or any individual affiliated to the league or Club.

Social Media includes but is not limited to:

- Discussion Forums such as BigFooty Forum, Reddit, Talking Footy, Too Serious, or other Google Groups.
- Any form of Blogging or Microblogging on websites such as Twitter, Tumblr.
- Social Networking websites such as Facebook, LinkedIn.
- Video and Photo sharing websites such as YouTube, TikTok and Instagram
- Micro-blogging sites (e.g., Twitter, SnapChat).
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications (e.g., 'comments' or 'your say' feature on theage.com.au).
- Online encyclopaedias (e.g., Wikipedia).
- Instant messaging (including SMS).
- Vod and Podcasting; and
- Any other website that allows individual users or companies to use simple publishing tools.

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### 2. Scope

This policy is applicable to all Greensborough Junior Football Club Officials, Members, Players, and Volunteers who participate in any form of social media.

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### 3. Policy

#### **YOUR CONDUCT IN SOCIAL MEDIA ACTIVITY**

While all individuals are welcome to participate in social media, it is expected that everyone who participates in online commentary in relation to activities involving the GJFC and the NFNL and its Stakeholders shall respect and adhere to the following simple but important guidelines.

These guidelines are in place to assist in achieving our overall goal, that is, to participate online in a respectful, relevant way that protects the reputation of the GJFC and the NFNL and the individuals within it, and of course follows the letter and spirit of the law:

- Be transparent and state that you are affiliated with the GJFC or NFNL. Your honesty will be noted in the Social Media environment. If you are writing about matters relating to the GJFC or NFNL or a competitor, use your real name, identify that your affiliation, and be clear about your role. If you have a vested interest in what you are discussing, be the first to say so.
- Never represent yourself, the GJFC or NFNL in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
- Post meaningful, respectful comments — in other words, no spam and no remarks that are off topic or offensive.
- Use common sense and common courtesy: for example, it's best to ask permission to publish or report on conversations that are meant to be private or internal to the GJFC or NFNL. Make sure your efforts are transparent and don't violate GJFC or NFNL's privacy, confidentiality, and legal guidelines for external commercial speech.
- Stick to your area of expertise and do feel free to provide unique, individual perspectives on non-confidential activities at GJFC or NFNL.
- When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly: feel free to ask the President or a Director for advice and/or to disengage from the dialogue in a polite manner that reflects well on GJFC or NFNL.
- If you want to write about the competition, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions.
- Never comment on anything related to legal matters, litigation, or any parties the GJFC or NFNL may be in litigation with.
- Never participate in social media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your IP address. Refer all Social Media activity around crisis topics to the President or Director who will inform the GJFC Committee or the NFNL Board.
- Be smart about protecting yourself, your privacy, and GJFC and NFNL's confidential information.
- Think globally, what you publish is widely accessible and will be around for a long time, so consider the content carefully; you should be respectful of religions, races, individuals, cultures. Google has a long memory!

## CONSEQUENCE OF BREACH

Any breach of the above guidelines may result in disciplinary action against the offending party, at the discretion of the GJFC or NFNL.

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### 4. Related Policies and other documents

- NFNL Schedule 23. Social Media Policy
  - <http://nfnl.org.au/wp-content/uploads/2019/10/Schedule-23-Social-Media-Policy-Adopted-2011.pdf>
- AFL National Social Media Engagement Policy
  - <https://s.afl.com.au/staticfile/AFL%20Tenant/AFL/Files/Schedule%20%20-%20National%20Social%20Media%20Engagement%20Policy.pdf>

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### 5. Modification and Review

- The contents of this document represent the current policy and procedures of GJFC.
- This policy is subject to a review every 2 years and will be amended appropriately.
- Amendments will be communicated to members as and when appropriate, to ensure that it remains current.

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### Version control

Version	Date	Description	Reference
0.1	June 2022	Draft provided	

#### APPROVAL

Approved by the GJFC Committee

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President

Name: Andrew Cleary

Date: July 2022