



# **ATHELSTONE FOOTBALL CLUB**

## **POLICY: SOCIAL MEDIA**



## POLICY STATUS

This Policy was endorsed by the AFC Management Committee at a committee meeting on **May 8th 2018** and is effective immediately.

This policy will be reviewed annually and revised as required.

## RECORD OF CHANGE

<b>Revision</b>	<b>Section</b>	<b>Description of Change</b>
A	All	Circulated for review and amendment
B	All	Approved for issue

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## INTRODUCTION

This policy is to provide guidance to Board Members, employees, contractors, sub-contractors, players and volunteers on the use of social media and to promote the appropriate usage of these platforms.

As social media usage and applications remain high and continue to grow, it is important that they are not used in a manner which could cause damage to the Athelstone Football Club (**the Club**).

Social media is taken to include, but is not limited to the following:

- Blogs;
- wikis;
- microblogs;
- message boards;
- chat rooms;
- electronic newsletters;
- online forums; and
- social networking sites.

This policy is to be read in conjunction with our governing body SANFL Juniors Policy attached.

## SCOPE

This policy will apply to:

- All classifications of employees, prospective employees, volunteers, players, contractors and sub-contractors, herein referred to as workers, of the Club; and
- All Board Members of the Club;

## ACKNOWLEDGEMENTS

All workers and Board Members acknowledge and understand that any content that is published online will be easily accessible and distributed worldwide.

All workers and Board Members acknowledge that any content that is posted online that will negatively reflect on the club, will have the potential to significantly damage the club's reputation and finances, whether this content is posted during or after operating hours.

## SOCIAL MEDIA POSTS

No worker or Board Members is to post anything on social media, while on or off duty / out of working hours, that:

- is unlawful, threatening, defamatory, pornographic, inflammatory, menacing or offensive;
- infringes or breaches another person's rights or privacy, or discloses confidential information;
- causes or could cause damage to the reputation of the Club;
- Is contrary to the values and interests of the Club;
- impersonates another person or entity (e.g. pretend to be someone else associated with the Club); or
- is generally defamatory, harassing or violates any applicable law.

During all times, workers and Board Members are to be respectful, honest and accurate with any social media postings.

## SOCIAL MEDIA USE WHILE ON DUTY

While on duty, a worker is not to use social media for personal purposes unless with the express permission of their manager or supervisor. Board Members should also refrain from using social media for personal purposes during times they are to be undertaking duties for the Club.

Should a worker or Board Member use social media in a work-related capacity then they are to ensure that anything posted is authorised by management and is consistent with their role.

## SOCIAL MEDIA WHILE NOT ON DUTY

A worker is free to use social media during designated breaks.

While not on duty / out of working hours, workers and Board Members are required to not make any posts that are in contravention of this policy.

Any social media posts by workers and Board Members on their personal social media platforms must not reveal confidential information about the Club (e.g. information that has not been made available to the public should not be shared).

## BREACH OF POLICY

Any worker or Board Members who breach this policy may be subjected to appropriate disciplinary action up to and including formal written warning/s or for serious or repeated issues may face termination, club expulsion or removal from the committee.

## FURTHER INFORMATION

Should you wish to discuss anything raised in this policy further then please contact Club President Stephen Young.