



## Social Media Policy

### ***Statement of Purpose***

It is the responsibility of all members of our Club to interact on social media sites in a way that is consistent with the Pulteney Football Club's values.

These guidelines covering the Social Media Policy apply to all players, coaches, committee members, sponsors and volunteers.

### ***Use of Social Media***

Social Media can be a very positive experience for users; and the Club is looking to establish a culture of transparency, trust and integrity in social media activities and to encourage the integration of social media into our coaching and communication methods.

Club Officials are responsible for maintaining a professional role with Club Members. This means establishing clear professional boundaries with others that serve to protect everyone from misunderstandings or a violation of professional and friend relationships.

When posting to a Club or professional social media platform, members must:

- Be aware of the specific social media channels and etiquette and understand the views and feelings of the target community.
- Ensure all material published is respectful of all individuals, the Club, the School and/or the specific social media site.
- Not publish any material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, breaches a Court Suppression Order, or is otherwise unlawful.
- Ensure that all content published is accurate and not misleading.
- Ensure all information posted or comments made are appropriate to the individual's area of expertise and authority, does not breach any confidentiality guidelines, and that unless specifically given permission to do so an individual is not the first to make a significant announcement.
- Ensure that comments on their social media about the Club, School or colleagues, if published, would not cause hurt or embarrassment to others, risk claims of libel, or harm the reputation of the Club, School or their colleagues.
- Ensure that information and images of them, available on both their personal and/or professional social media, represent them in a light acceptable to the Club.
- Respect copyright laws and attribute work to the original source wherever possible.
- Protect personal details.
- Not use Club branding without the express written permission from the Club's Executive Committee.
- Ensure anyone involved understands the rules of operation of each social media site, and measures are in place to protect them from any potential risks.

**The Club expects compliance with this policy. Any breach may lead to disciplinary action up to and including expulsion from the Club, depending on the seriousness of the circumstances and consistent with any Club disciplinary and counselling policies.**

**Think before you click. Once you have posted or uploaded your comments, photos or videos – they are there permanently. You need to think about your 'digital reputation' – by asking; is what I am posting going to reflect on me positively or negatively?**

**Material that you upload may also be used by others in ways that you had not intended.**