



# GUNG AHLIN JETS

## AUSTRALIAN FOOTBALL CLUB INC.

Est 1982



## Policy – Social Media

*All Gungahlin AFC Inc. policies and/or supplements are subject to local laws. In the event of a conflict between a Gungahlin AFC Inc. policy and local law, the law shall govern. In the event of a conflict between a supplement to a policy and the policy itself, the supplement shall govern unless the policy notes otherwise. Gungahlin AFC Inc. policies, including applicable supplement(s), (together “Policies”), are posted on the official Gungahlin AFC Inc. website and are subject to change without prior notification. It is your responsibility to ensure that you comply with current posted Policies. Lack of compliance with Gungahlin AFC Inc. Policies may result in discipline.*

|                       |  |  |               |
|-----------------------|--|--|---------------|
| <b>Policy Number:</b> |  | <b>Effective Date of this Version:</b> | 6 August 2012 |
| <b>Applies to:</b>    | All Gungahlin AFC Inc. players, officials and parent of junior players | <b>Supersedes the Version Dated:</b>   | nil           |
|                       |  | <b>Original Effective Date:</b>        | 6 August 2012 |

### NATURE OF REVISIONS FROM LAST VERSION

03/04/12 – Policy Draft

### PURPOSE / SUMMARY

The purpose of this policy is to define expectations of Gungahlin AFC Inc. players, officials and parents of Junior players when using social media platforms when the information presented includes mention of, or is about Gungahlin AFC Inc., its performance on and off the field, its people, its competitors, its sponsors and/or other business related individuals or organisations.

If you participating in social media on behalf of Gungahlin AFC Inc.; you are required to seek written approval from the Board, Senior Committee or Junior Committee.

Gungahlin AFC Inc. wants to fully empower its players, officials and parents of junior players with the capabilities that social media brings, but our players, officials and parents must understand that they are personally responsible for their online conduct and content. With social media, there tends to be no line between:

- what is public versus private
- what is professional versus personal, and most importantly,
- what is perception versus reality.

Gungahlin AFC Inc. 3 Social Media Best Practices:

1. **Represent yourself and Gungahlin AFC Inc. well** by being as transparent as possible and make sure your content is your content
2. **Be responsible for your online actions** by knowing what you are talking about and protecting Gungahlin AFC Inc. best interests
3. Be respectful of other people and their opinions

Gungahlin AFC Inc. supports your active use of social media and is working to find opportunities for you to connect with the wider football community and share information with them that they enjoy receiving. When we all operate in the same manner that best reflects Gungahlin AFC’s culture, values and policies. We ultimately are doing what’s best for ourselves, our club, sponsors and AFL community.

If you have any questions about using social media please contact the Board, Senior Committee or Junior Committee. If you discover a violation of this policy, please notify the Board, Senior Committee or Junior Committee.

*This policy will be reviewed regularly to ensure it remains relevant and applicable.*

## POLICY / GUIDELINE

If you are representing Gungahlin AFC Inc. in social media settings for either official or personal purposes, you are expected to follow this policy to ensure responsible engagement with other players, sponsors, competitors, and the public at large. Social media is widespread, transparent and for all intents and purposes, we should act with the assumption that social media content will be online forever.

If you participating in social media on behalf of Gungahlin AFC Inc.; you are required to seek written approval from the Board, Senior Committee or Junior Committee.

### Defining Social Media Channels

Social Media Channels include but are not limited to:

- Social networking sites e.g. Facebook, MySpace, LinkedIn, Google+
- Document, video and photo sharing websites e.g. Flickr, YouTube, DocStoc, SlideShare
- Micro-blogging sites e.g. Twitter
- Weblogs (Blogs), including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards
- Online encyclopaedias such as Wikipedia
- Any website that allows individual users or companies to use simple publishing tools

### Gungahlin AFC Inc.'s Social Media Engagement Policy

Gungahlin AFC Inc.'s Social Media Engagement policy applies when:

- You choose to make references to Gungahlin AFC Inc. when you are using a social media platform in a personal capacity.
- You are representing Gungahlin AFC Inc. as part of your official club role in social media and are using a social media platform for club purposes.

### Personal Use of Social Media Referencing Gungahlin AFC Inc.

Before outlining Gungahlin AFC Inc.'s policy for **all** social media engagement, there are a few additional considerations if you are using social technologies for personal use and make reference to Gungahlin AFC Inc., its players, sponsors, competitors, or league.

#### What you should do:

- **State that it is YOUR opinion:** It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing an official Gungahlin AFC Inc. position. If you publish anything related to Gungahlin AFC Inc. on a personal social media site, blog or other website, use a disclaimer such as: "The postings on this site are my own and do not represent my Gungahlin AFC Inc. positions, strategies or opinions." Use a permanent disclaimer if you are referring regularly to Gungahlin AFC Inc. related issues.
- **Protect yourself, club players and officials:** Ensure you do not knowingly use the identity of another Gungahlin AFC Inc. player or official or an employee of a Gungahlin AFC Inc. sponsor or competitor (including name or variation of a name).
- **Protect Avana, and its sponsors:** Refrain from using any other sponsor trademarks or logos of a Gungahlin AFC Inc. sponsor on your site or reproduce company material without first obtaining written permission.
- **Act with dignity, responsibly and ethically:** Comply with all local laws governing social media and online activity
- **Honour diversity:** Gungahlin AFC Inc. embrace our core values and act with dignity and respect with other players, officials, sponsors and competitors. Gungahlin AFC Inc. and its people will not tolerate discrimination.

### All Use of Social Media

The following policy applies at all times when you choose to use social media in any capacity and make references to Gungahlin AFC Inc., its people, its officials, its sponsor's partners, its competitors, and/or other related individuals or organisations.

## REPRESENTATION

### What you should do:

- **Protect Gungahlin AFC Inc. and yourself:** Represent Gungahlin AFC Inc. ethically and ensure that you do nothing to damage Gungahlin AFC Inc.'s reputation, operational interests and/or bringing Gungahlin AFC Inc. into disrepute. Be careful about the personal information (private information, photos, music, pictures, etc.) you share online.
- **Disclose your identity:** Identify yourself as being associated with the Gungahlin AFC Inc. and be clear about which team/division you are representing and do not misrepresent yourself.

### You should never disclose:

- **Club commitments:** Do not publically promise an action or deliverable that you are not personally empowered to provide
- **Confidential information:** Disclose only publicly available information. Refrain from commenting on or disclosing confidential Gungahlin AFC Inc. information (such as financial information, future strategies and plans, imminent departure of key people, legal information and/or similar information).
- **If it's not already public information, it's not your job to share it:** Ensure you are not the first to make a Gungahlin AFC Inc. announcement or comment on an impending announcement unless you have received the appropriate clearances and/or approvals from the Gungahlin AFC Inc. Board, Senior Committee or Junior Committee

## RESPONSIBILITY

### What you should do:

- Follow through with your commitments. If you start a blog, post frequently. If your followers expect a response, do so quickly.
- You should always add value (don't say something simply for the sake of saying something).
- Be yourself, be human, be genuine and be passionate.
- If you make a mistake, correct it immediately, transparently (explain what you are doing to fix it) and do it with humility. If you are editing an earlier post, be clear that is what you are doing.
- Comply with all local laws governing social media and online activity, in addition to the terms of use that apply for each social media tool that you are using
- Ensure that any content you publish is factually accurate and complies with relevant club policies, particularly those relating to confidentiality and disclosure.
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including Gungahlin AFC Inc., its players, its officials, its competitors and/or other Gungahlin AFC Inc. related individuals or organisations.
- Ensure you do not to publicise personal complaints about Gungahlin AFC Inc. in a blog or similar public forum, but instead raise concerns internally within the Gungahlin AFC Inc.
- When creating video, represent Gungahlin AFC Inc. in a way that supports and enhances Gungahlin AFC Inc. reputation.

## RESPECT

### What you should do:

- Be respectful of all individuals and communities with which you interact online.
- Listen to what people have to say. Understand the community that you are a member of and be an active participant in a positive manner.
- Don't pick fights.
- Be polite and respectful of others' opinions, even in times of vigorous discussion and debate.
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms. Accurately attribute and cite all third party information.

### ***Breach of this Social Media Policy***

- As is the case with all of Gungahlin AFC Inc. policies, if you do not comply with this policy you may face disciplinary action in accordance with the Gungahlin AFC Inc. Constitution.
- If you break the law you may also be personally liable.

**Remember, protect the Club. Protect yourself.**

## SUPPORTING INFORMATION / DOCUMENTATION

- AFL NSW/ACT Statement on Electronic Communication

## CONTACT INFORMATION

If you have any questions about Social Media Engagement guidelines contact the Gungahlin AFC Inc. Board, Senior or Junior Committees.

## BACKGROUND/RATIONALE

- The purpose of this policy is to provide a consistent message to Gungahlin AFC Inc. players, officials and parents of players for the club's expectations for behaviours on Gungahlin AFC Inc. and non- Gungahlin AFC Inc. social networking sites in order to protect primarily Gungahlin AFC Inc. from legal liability.
- The policy is needed to address Gungahlin AFC Inc. participation in social media in a responsible manner that maximizes the value for the player, official or parent and ensures Gungahlin AFC Inc. interests are protected.
- The business imperative for this policy is to protect Gungahlin AFC Inc. and its sponsors from legal liability as a result of defined policy on the subject of Social Media use.