

KEILOR FOOTBALL CLUB

Social Media Policy

1. Objective

The Keilor Football Club is a highly respected organisation with a long and successful history. It is important that its reputation is not tarnished by anyone using social media inappropriately, particularly when referencing the organization or any of its volunteers, coaches, players, members or families.

When someone identifies their association with Keilor Football Club and discusses any involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately.

In addition to this Club policy, every member, player and family is also bound by the Media Policy of the EDFL. Refer to the EDFL website for the latest policy

2. Scope

This policy applies to all, players, officials, club executive and delegates, registered volunteers, parents and families of registered players and will also encompass identified club supporters. The policy covers all forms of social media including but not limited to:

- Social networking sites – eg: Facebook; Twitter; My Space.
- Photo and video sharing websites – eg. You Tube; Flickr; Instagram.
- Commenting on Blogs, web forums etc
- Any chat group that is set up within these or other social media forums

The intention of the policy is to include anything posted online where information is shared that might affect members, players, families, sponsors, clients or the Keilor Football Club as an organisation.

3. Usage

Users, as identified in the policy (2. SCOPE) should assume that the internet is a permanent record of online actions and opinions and is by no means anonymous. All encompassing persons of this policy must follow the principles that the policy is designed to uphold and should be aware that they are individually responsible for their own actions and social media accounts.

Comments made on social media must not racially vilify, be libellous, defamatory or harassing in content (including illustrations and nicknames) and must not bring Keilor Football Club into disrepute. Information that is considered to be confidential or sensitive to the Keilor Football Club is not to be published or commented on.

Any trademarks belonging to the Keilor Football Club such as the club logos, images or slogans are not to be used in personal social media applications. Except for publications issued by Keilor Football Club , where by these may be forwarded or shared to promote the club

Users should not share photographs, videos and comments that may be considered private and not for the public domain relating to Keilor Football Club that may breach the privacy act or make Keilor Football Club or its members in breach of copyright. Users should be considerate to others in these circumstances and not post information when they have been asked not to or consent has not been sought and given. If asked to remove a comment or image etc by the person in question, the user shall do so immediately.

Under no circumstances should offensive comments be made about Keilor Football Club members, players, families or officials online.

Contact can be made with the Club Executive of the Keilor Football Club prior to posting on social media if there is uncertainty as to whether the comments will be appropriate in regard to this policy.

4. Approved Pages / Sites

The Keilor Football Club runs and manages their official sites Web, Facebook , Twitter & Instagram. Individuals are not permitted to set up any official sites without the express permission of an executive member.

Annual Team or Age Level Facebook Groups may be set up on an annual basis as this is a positive communication tool to keep team parents up to date on Club information and events. For Juniors - Any Official Team Page must have the Level Coordinator and or Junior President invited and be a part of the group. Any team group page **MUST** be set up as a closed group for that team and not able to be publicly accessible.

5. Authorised use of pictures

Apart from abiding to all other areas of this policy, individuals' photos may be posted on social media within Team Groups. The club cannot control every photo that is placed on social media. If an individual does not want to be published on social media or other media – please contact your Team Manager , Level Coordinator or member of the executive.

6. Policy Breaches

Breaches in policy, if detected, will result in disciplinary action directly from the Executive Committee of the Keilor Football Club or alternatively will be referred to the conduct panel. Penalties could include written warnings, suspension, fines or expulsion from the Keilor Football Club and / or also competition for individuals and clubs in breach also encompassing registered children of parents in breach of the policy.