



## **AFL Central Victoria Social Media Policy**

### **1. INTRODUCTION**

Social Media is a rapidly expanding form of communication. If you chose to participate in any form of Social Media the Commission expects you to adhere to the standards set out in this Policy when referencing your association with AFL Central Victoria, any of the affiliated clubs, or any individual affiliated to the clubs.

Social Media includes but is not limited to:

- Discussion Forums;
- Any form of Blogging or Microblogging on websites such as Twitter;
- Social Networking websites such as Facebook;
- Video and Photo sharing websites such as YouTube and Instagram.

### **2. POLICY SCOPE**

This policy is applicable to all AFL Central Victoria employees and volunteers, and Affiliated Club Officials, Members, Players, Staff, Umpires and Volunteers who participate in any form of Social Media.

### **3. 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 AFL Central Victoria 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 AFL Central Victoria and the individuals within it, and of course follows the letter and spirit of the law:

1. Be transparent and state that you are affiliated with the AFL Central Victoria. Your honesty will be noted in the Social Media environment. If you are writing about matters relating to AFL Central Victoria or a competitor, use your real name, identify 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.
2. Never represent yourself, the AFL Central Victoria or your affiliated Club in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
3. Post meaningful, respectful comments — in other words, no spam and no remarks that are off topic or offensive.
4. 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 AFL Central Victoria. Make sure your efforts are transparent and don't violate AFL Central Victoria's privacy, confidentiality, and legal guidelines for external commercial speech.

5. Stick to your area of expertise and do feel free to provide unique, individual perspectives on nonconfidential activities at AFL Central Victoria.
6. 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 RGM for advice and/or to disengage from the dialogue in a polite manner that reflects well on AFL Central Victoria.
7. If you want to write about any competition, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions.
8. Never comment on anything related to legal matters, litigation, or any parties the AFL Central Victoria may be in litigation with.
9. 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 or AFL Central Victoria's IP address. Refer all Social Media activity around crisis topics to the Region General Manager who will inform the AFL Central Victoria Commission.
10. Be smart about protecting yourself, your privacy, and AFL Central Victoria's confidential information.
11. 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!

#### 4. CONSEQUENCE OF BREACH

Any breach of the above guidelines may result in disciplinary action against the offending party, at the discretion of the AFL Central Victoria Commission.