



PROFESSIONAL USE OF SOCIAL MEDIA POLICY

Flinders Flames Women's Football Club (FFWFC) recognises that social media sites like Facebook, Twitter, YouTube and Instagram have become important and influential communication channels for our community and our club. To assist in posting content and managing these sites, the FFWFC has developed policies and guidelines for official and personal use of social media.

This policy applies to all players, coaches, committee members, volunteers, spectators and officials of Flinders Flames Women's Football Club who contribute to or perform duties such as:

- Maintaining a profile page for Flinders Flames Women's Football Club on any social or business networking site (including, but not limited to LinkedIn, Facebook or Twitter),
- Making comments on such networking sites for and on behalf of Flinders Flames Women's Football Club,
- Writing or contributing to a blog and/or commenting on other people's or business' blog posts for and on behalf of Flinders Flames Women's Football Club, and/or
- Posting comments for and on behalf of Flinders Flames Women's Football Club on any public and/or private web-based forums or message boards or other internet sites.

This policy also applies to all players, coaches, committee members, volunteers, spectators and officials of Flinders Flames Women's Football Club who:

- Have an active personal profile on a social or business networking site such as LinkedIn, Facebook or Twitter;
- Write or maintain a personal or business' blog; and/or
- Post comments on public and/or private web-based forums or message boards or any other internet sites.

SOCIAL MEDIA USAGE GUIDELINES

- The purpose of using these communication channels on behalf of the Flinders Flames Women's Football Club is to support the club's mission, goals, programs, and sanctioned efforts, including club news, information, content and objectives.
- Prior to engaging in any form of official social media involving Flinders Flames Women's Football Club, you must receive permission from the President.
- When using an officially recognised social media channel, assume at all times that you are representing the Flinders Flames Women's Football Club.
- Confidential or proprietary club information or similar information of third parties, who have shared such information with you on behalf of the Flinders Flames Women's Football Club, should not be shared publicly on these social media channels.



- <http://www.flindersflames.com> as well as the Flinders Flames Women's Football Club's main social media accounts may choose to post club related social media content generated by executive, coaching staff and/or players/parents. The Flinders Flames Women's Football Club's main social media accounts can be accessed through the club's Web site, and include:

Facebook: <https://www.facebook.com/FlindersFlames>

Instagram: <https://www.instagram.com/flindersflames/>

- Exercise discretion, thoughtfulness and respect for your peers, executive members, fans, opponents, coaching staff and the club's supporters/community (social media fans).
- Please refrain from reporting, speculating, discussing or giving any opinions on the Flinders Flames Women's Football Club's topics or personalities that could be considered sensitive, confidential or disparaging.
- Avoid discussing or speculating on internal team or club policies or operations.
- A healthy dialog with constructive criticism can be useful but refrain from engaging in dialogue that could disparage peers, executive members, fans, opponents, coaching staff and the club's supporters/community (social media fans).
- Be mindful that all posted content is subject to review in accordance with the Flinders Flames Women's Football Club's Code of Conduct and Terms and Conditions policies.
- The Flinders Flames Women's Football Club logos and/or visual identity cannot be used for personal social media without the club's permission.
- Your personal social media account is not an appropriate place to distribute club News unless pre authorised. If you have club information and news that you would like to announce to the public or media, please contact the President.
- The Flinders Flames Women's Football Club does not monitor personal websites but will address issues that violate established Club Policies, Editorial, Graphic and Social Media guidelines.
- The Flinders Flames Women's Football Club encourages players, committee members, fans, opponents, coaching staff and the club's supporters/community (social media fans) to use social media but reminds users that at any time they can be perceived as a spokesperson of the Flinders Flames Women's Football Club.
- Honour Our Differences - Live the values. Flinders Flames Women's Football Club will not tolerate discrimination (including age, sex, race, colour, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, marital status or any other legally recognised protected basis under federal, state, or local laws, regulations or ordinances).

If you have any doubt about posting content on these social media sites, please consult the club's President as breaches of this policy may face disciplinary action.