



Melbourne Football Club – Social Media Policy

As a part of the AFL's risk management process, The AFL requires the Melbourne Football Club to establish a social media policy.

The Melbourne Football Club recognises the importance of social media as a tool for engaging its supporter base. This policy is designed to protect the interests and reputation of the Melbourne Football Club, the AFL and its stakeholders by ensuring directors, administrators, football department staff and players are equipped with the requisite knowledge and skills to appropriately use social media.

The Melbourne Football Club Social Media Policy includes, but is not limited to, the use of Twitter, Facebook, YouTube, blogs, websites and any other public online forum.

This policy applies to full time staff, part time staff, casual staff, players, directors, contractors and volunteers.

The Club is not seeking to restrict your use of social media but to create clear lines between private and Club material and set guidelines where material relates to the Club.

General Guidelines

- Only authorised people may speak on behalf of the Melbourne Football Club. Staff that wish to express or transmit Club material need to seek approval through the Club's media department.
- Those who wish to express any reference in relation to the Melbourne Football Club or any other AFL related issues must also have their social media accounts authorised by the club's media department and complete the Club's social media induction/training.

Specific guidelines for authorized users

- The AFL have clear positions in relation to Respect and Responsibility and Gaming which must be considered in any communications.
- Club Information must be released through the Melbourne Football Club's official Club social media accounts before others can publish such information through their individual accounts.
- Social Media should not be used for the posting or exchanging information that has the potential to embarrass or bring the Melbourne Football Club or its related parties into disrepute.
- Social Media should not be used for communicating confidential or competitively/commercially sensitive information without express permission of the Melbourne Football Club.
- Social Media should not be used for the posting of photos of Melbourne Football Club events or individuals (including stakeholders) without the permission of the Melbourne Football Club.
- When using social media and where possible, identify yourself and state that any opinions are yours and do not represent those of the Melbourne Football Club.
- The Club has the right to access any data lists you accumulate whilst working at the Melbourne Football Club

The Club is bound by the Telstra Agreement which gives Telstra exclusive and first access to any online content that contains any Club intellectual property. In accordance with this agreement, any communication should, where possible, direct people to the Club's website for information.

General Advice

- Use common sense and good judgment - your statements could have an impact on you and the Melbourne Football Club's reputation. Remember that what you post or publish will become public information.
- If you would not say something to a member of the media, do not publish it on any form of social media.
- You are accountable for your actions and what you communicate via social media.
- Directors, administrators, football department staff and players who are unsure whether or not they are authorised to publish opinions or views of the Melbourne Football Club should contact the Media Department.

Please Note

- The policy will be updated and reviewed regularly as new technology and platforms emerge.
- As part of the induction process, staff can request assistance in setting up social media so that appropriate levels of privacy are activated.

Non compliance

MFC will continue to monitor the use of its information technology system to ensure compliance with this policy. Employees who fail to comply with this policy may be the subject of disciplinary action including termination of employment. It is the expectation of MFC that employees, contractors and volunteers will promptly advise the management of any facts or circumstances which may suggest a breach of the policy. This may include taking prompt action to remove the offending material if possible. Volunteers should also be aware that the inappropriate or unlawful use of social media may expose the volunteer to personal legal liability. MFC will not be held liable for the acts and omissions of volunteers in breach of this policy. In circumstances where a volunteer fails to comply with this policy, he or she may be asked to discontinue their association with MFC."