



1. Introduction

As Social Media is a rapidly expanding form of communication, the Eltham Junior Football Club realises that participation in Social Media by Club Officials, players and their parents will continue to increase. If you choose to participate in any form of Social Media the club expects you to adhere to the standards set out in this Policy and that of the Northern Football League's Schedule 23 when referencing your association with the Eltham Junior Football Club and Northern Football League.

Social Media includes but is not limited to:

- Discussion Forums such as Big Footy
- Any form of Blogging or Microblogging on websites such as Twitter
- Social Networking Websites such as Facebook and MySpace
- Video and Photo sharing websites such as Flickr and You Tube
- Email

2. Policy Scope

This policy is applicable to all club Officials, players and their parents 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 Eltham Junior Football Club 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 Eltham Junior Football Club and the individuals within it, and of course follows the letter and spirit of the law.

- Be transparent and state that you are affiliated with the Eltham Junior Football Club. Your honesty will be noted in the Social Media environment. If you are writing about matters relating to the Eltham Junior Football Club or a competitor, use your real name, identify that 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.
 - Never represent yourself, or the Eltham Junior Football Club in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
 - Post meaningful, respectful comments — in other words, no spam and no remarks that are off-topic or offensive.
 - 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 the Eltham Junior Football Club. Make sure your efforts are transparent and don't violate Eltham Junior Football Club privacy, confidentiality, and legal guidelines for external commercial speech.
 - Stick to your area of expertise and do feel free to provide unique, individual perspectives on non-confidential activities at Eltham Junior Football Club.
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ELTHAM JUNIOR FOOTBALL CLUB

SOCIAL MEDIA POLICY



- 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 Committee members for advice and/or to disengage from the dialogue in a polite manner that reflects well on Eltham Junior Football Club.
- If you want to write about the Eltham Junior Football Club, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions.
- Never comment on anything related to legal matters, litigation, or any parties the Northern Football League may be in litigation with.
- 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 IP address. Refer all Social Media activity around crisis topics to the President or other committee members of the Junior Club, who will inform the Northern Football League Board.
- Be smart about protecting yourself, your privacy, and the Eltham Junior Football Club's confidential information.
- 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 Executive Committee of Eltham Junior Football Club.