



**PAOCFC**

**PRINCE ALFRED OLD COLLEGIANS FOOTBALL CLUB Inc.**

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## **SOCIAL MEDIA POLICY AND GUIDELINES**

In order to provide a clearly articulated stance on the use of social media by players and our Club community, we have developed the social media policy and guidelines below.

At PAOCFC, we recognise the positive impact of social media e.g. (Facebook, Twitter, Instagram, YouTube, blogs etc.) in developing and maintaining relationships within our community. This policy is aimed at managing the online reputation of the PAOCFC and its members and minimising any potential risks. Grievances, complaints and disputes should, in the first instance, be directed to the appropriate committee member. Please refer to the Club's Complaints Procedure Policy.

### **COMMUNICATION-CARE-RESPONSIBILITY-RESPECT**

PAOCFC expects its players and community to use social media in a respectful and responsible manner. Posting results and appropriately acknowledging individual and team performances on social media can have positive effects and should be used, encouraged and embraced whenever possible. When using social media, show the same respect and regard for people that you would expect, whilst playing, officiating or attending a game.

### **THINK BEFORE YOU POST!**

Protect our identity and online reputation. Players and our club community are expected to give due respect to the reputation and good name of our Club and that of other clubs in the wider SA football community. The images you share online will reflect on PAOCFC so it is important that you consider this before uploading or tagging photos and videos.

Comments, photos etc. posted on social media sites such as Facebook, Twitter and Instagram are usually constructive and positive, however inappropriate comments and images, bullying, criticism and sexist remarks can be dangerous and harmful to people's wellbeing and the reputation of the Club. Be mindful of the content of photos and status updates.

### **WHEN USING SOCIAL MEDIA**

**Players and our Club community are expected to ensure that they:**

- Respect the rights and confidentiality of others
- Do not make comments of any kind about umpires
- Content should be restricted to club matters
- Do not impersonate or falsely represent another person
- Bullying, intimidation, abuse, harassment or threatening comments are totally unacceptable
- Do not post defamatory comments or images
- Do not use offensive or threatening language or resort to personal abuse towards any member of the PAOCFC and the wider football community
- Do not post content that is threatening, racist, discriminatory, pornographic or incites violence against others
- Do not post content that harms the reputation and good standing of PAOCFC or those within its community