



SOCIAL MEDIA POLICY

INTRODUCTION

This policy is intended to provide guidance to members and supporters on the use of social media platforms which should be understood to include posts and comments on Facebook, the Club's website, electronic newsletters, and any other sites or services that permit users to share information with others. The authenticity of members and supporter's posts is important.

PURPOSE OF SOCIAL MEDIA

Social media is intended to:

- Share information
- Promote and/or reflect on the Club's events
- Celebrate successes; and
- Build the South Whyalla Football Club brand.

Whilst not an exclusive list, **prohibited** social media conduct that will not be tolerated includes posting commentary, content or images that are:

- Defamatory
- Disrespectful
- Libellous
- Harassing; or
- That may create hostilities within our Club, the Whyalla Football League, or between other WFL Clubs and their players and members, or the Whyalla community.

The Club promotes healthy exchange on social media however members and supporters are encouraged to exercise care and respect when posting. If after posting a blog the member or supporter then realises it is inappropriate or a mistake, then they should take immediate steps to correct it or delete it.

The Club reserves the right to edit or amend any misleading or inaccurate content and reserves the right to delete inappropriate posts it considers in breach of these guidelines. The Club will not be held liable for any repercussions that posts by members and supporters may generate.

CONCLUSION

Management, members, and supporters should be responsible when posting and take ownership of their posts.

Be Nice. Have Fun. Connect.