



Social Media Policy

The promotion of football in a positive light is important to Subiaco AFC.

With the rise of social media as a communications tool, the way in which Subiaco AFC members can communicate internally and externally continues to evolve. While social media sites can benefit the football community and create opportunities for communication and collaboration, members need to ensure their communications comply with all applicable laws, regulations, and club policy.

This policy is to be read in conjunction with Subiaco AFC's code of conduct which states that all players, parents, spectators, officials, managers and coaches have an important part to play in upholding high standards of behaviour both on and off the pitch.

These principles are directly applicable to all internet and social media activities. Social media websites include but are not limited to:

- Social networking services, including Facebook, Twitter, Instagram, LinkedIn, Reddit, Tumblr and Pinterest.
- Video sharing websites, including Youtube and Dailymotion and streaming services such as Periscope and YouTube Live.
- Online podcasts, blogs, forums and bulletin boards.
- Wiki sites, such as Wikipedia and any other site where text can be posted.

All members shall follow the general advice from Football West's social media guidelines:

- Use social media channels to add value and promote football in a positive light.
- Do not upload pictures of others if you do not have their permission to do so. If you have a dispute with another user, resolve it offline or through private messages rather than publicly on social media.
- Do not share personal information about yourself or others.

- If you are using a pseudonym, assume that everything you post can be traced back to you
- Avoid posting on social media when you are emotional, angry or intoxicated.
- Do not make false or misleading statements.

Members must recognise that they are legally liable for any content they post online and anything that breaches the Subiaco AFC, Football West and/or Football Federation Australia code of conduct may result in penalties.

Posts that include profanity, racist, sexist or discriminatory comments are considered inappropriate and are strictly prohibited. This includes, but isn't limited to, commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a negative environment. It is also recommended that members exercise caution around sensitive topics that can be argumentative.

Members, parents, players, coaches, trainers, volunteers and staff are prohibited from speaking on behalf of Subiaco AFC, using the club's logo, or other intellectual property without prior consent.

For more information about Football West's regulations and policies visit <https://www.footballwest.com.au/play/resources/regulations-and-policies>.