



SOCIAL MEDIA POLICY

Policy overview and purpose

Murdoch University Melville Football Club (MUMFC) acknowledges the emergence of new technology and communication mediums (Social Media) and allows its use to benefit football and its participants.

However, all football participants must be mindful of the possibility of Social Media being used inappropriately. Inappropriate use may occur unintentionally or when participants do not realise comments, once published, are in a public forum, and are difficult to retract.

Coverage

This policy applies to all persons who are involved with the activities of MUMFC whether they are in a paid or unpaid / voluntary capacity and including:

- members, including life members of MUMFC;
- persons appointed or elected to MUMFC boards, committees and sub-committees;
- employees of MUMFC;
- members of the MUMFC Executive;
- support personnel including managers, physiotherapists, psychologists, masseurs, sports trainers and others;
- coaches and assistant coaches;
- athletes;
- referees, umpires and other officials;
- member associations;
- family members of registered players; and
- spectators.

Social media platforms include:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc);
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc);
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc);
- Review sites (e.g. Yelp, Urban Spoon, etc);
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc);
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc);
- Geo-spatial tagging (e.g. Foursquare, etc);
- Online encyclopaedias (e.g. Wikipedia, etc);
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc);
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second Life, Xbox Live, etc);
- Online voting or polls;
- Public and private online forums and discussion boards;
- Forums and discussion boards including those operated by Fox Sports, FourFourTwo, The World Game or, locally, The Bayswater Forum and Glory Boys; and
- Any other online technologies that allow individual users to upload and share content.

MUMFC recommends that users of Social Media:

- do not include personal information of yourself or others in Social Media channels;
- do not use offensive, provocative or hateful language in Social Media channels;
- use your best judgment – do not publish something that makes you uncomfortable, and never write/ publish if you are feeling emotional or upset (or are under the influence of drugs or alcohol);
- always ask for a person's permission before posting their picture on Social Media platforms;
- never comment on rumours; do not deny or affirm them or speculate about rumours in social media channels; and
- use social media network forums to add value and promote football in a positive way.

While MUMFC respects everybody's right to free speech and encourages open discussion to promote the game, it reserves the right to act where it considers that individuals have overstepped the mark and brought the game into disrepute.

Policy breaches

Breaches of this policy include but are not limited to:

- Using MUMFC's name, motto, crest and / or logo in a way that would result in a negative impact for the organisation, club and / or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of MUMFC's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing MUMFC, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Sanctions and Penalties may include:

- a reprimand;
- a fine;
- annulment of registration of a player;
- suspension from participation in a match or matches or any part of a stadium or venue;
- exclusion, suspension or expulsion from a competition;
- playing a match without spectators or on neutral territory;
- a ban on playing in a particular venue or stadium;
- such other disciplinary sanctions or measures as is appropriate in all the circumstances;
- being reported to police or other appropriate authority; or
- a combination of two or more of the above listed sanctions.