



**Perth Broncos American Football Club Inc.**

# **SOCIAL MEDIA POLICY**

October 2021

## 1. PURPOSE

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This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. Our club recognises the importance of educating our community of the benefits of implementing a social media policy and will provide information to assist this process.

The following policy shall apply to all members of the Perth Broncos community including, but not limited to, players, coaches, members, supporters, and volunteers.

- Social media in this policy includes any website or technology that enables people to communicate or share content including, but is not limited to, Facebook, Instagram, Twitter, TikTok, Snapchat, Discord, Signal, and WhatsApp
- Community in this policy includes anyone that is a member or participant in social media related to or administered by the Perth Broncos; you do not need to be a registered member of the Perth Broncos to be a member of our online community
- This policy is applicable when using social media as an officially designated individual representing the club on social media; and if you are posting content on social media in relation to Perth Broncos that might affect the club's business, events, sponsors, partners, members, or reputation

This policy does not apply to the personal use of social media where it is not related to, or there is no reference to the Perth Broncos American Football Club.

This policy will help to ensure our club:

- Meets its duty of care in relation to the health and safety of our members, volunteers and visitors who participate in our social media forums
- Upholds the reputation of our club, our sponsors, and partners
- Understands the risks associated with social media use and our role in minimising this risk

## 2. GUIDELINES

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1. Respect confidentiality and sensitivity by not posting or linking posts to;
  - Confidential information not publicly accessible or expected to be publicly accessible
  - Information when you have been asked not to, or where consent has not been given
  - Identifiable images of persons without express permission of that person
  - Content that contains material that is, or has the potential to be offensive, aggressive, defamatory, threatening, discriminatory, obscene, profane, harassing, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist, indecent, deceptive, or otherwise inappropriate
2. Respect the Perth Broncos by not;
  - Creating an unofficial club presence using the club's logo, slogans, imagery, or name
  - Implying that you are authorised to speak on behalf of the club unless you have been given official authorisation to do so by the Committee
3. Comply to laws and regulations such as;
  - State and commonwealth law
  - Gridiron West and Gridiron Australia policies and rules
  - Perth Broncos rules, policies, procedures, and codes of conduct
4. Do not interact with, post, or share material that brings, or risks bringing club, its sport, players, coaches, members, volunteers, or community into disrepute.

### 3. PROMOTING THIS POLICY

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Our club will promote this policy regularly by:

- Placing a copy of the policy on our website and social media groups
- Periodic announcements to members on our social media channels

### 4. NON-COMPLIANCE

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If you notice inappropriate or unlawful content online relating to the Perth Broncos or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately through the Perth Broncos social media channel or in writing to the Secretary.

Confirmed breaches of the policy may result in, but are not limited to;

- Being removed, blocked, or banned from social media pages, groups, or chats
- Deletion of comments and posts
- Reporting to higher authorities where appropriate

Any person who is sanctioned for breach of this policy may appeal by notifying the Chairperson in writing within 48 hours.

### 5. POLICY REVIEW

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This policy will be reviewed annually to ensure it remains relevant to club operations and reflects both community expectations and legal requirements.