



SOCIAL MEDIA POLICY

PURPOSE

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, Gisborne Masters Football Club (GMFC) recognises the benefits of social media as an important tool of engagement and enrichment for our members.

GMFC is committed to maintaining a respectful, safe, and positive online environment across all digital platforms.

It is important that the reputation of GMFC, its affiliated associations, clubs and the sport generally is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference GMFC.

When someone clearly identifies their association with GMFC, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately and in ways that are consistent with GMFC's stated values and policies.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by GMFC members or staff that does not reference GOSC or related issues.

SCOPE

This policy applies to GMFC Members and GMFC staff.

This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:

- Maintaining a profile page on social or business networking sites (such as Facebook, X, Threads, or LinkedIn);
- Content sharing including Flickr, Instagram, Tiktok and YouTube;
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites or customer review sites;
- Taking part in online votes and polls; or
- Taking part in conversations on public and private web forums (message boards).





The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, sponsors or GMFC as an organisation and the reputation of the sport in general.

GUIDING PRINCIPALS

The web is not anonymous. GMFC Members and staff should assume that everything they write can be traced back to them.

Due to the unique nature of GMFC, the boundaries between a GMFC Member and staff's profession, volunteer time, and social life can often be blurred. It is therefore essential that staff and Members make a clear distinction between what they do, think, or say in their capacity as staff members or Members of GMFC. GMFC considers all staff members and Members of the organisation as its representatives.

When using the internet for professional or personal pursuits, all staff and Members must respect the brand of GMFC, all staff and Members and anybody else involved in our sport and follow the guidelines in place to ensure that all GMFC intellectual property or its relationships with sponsors and stakeholders is not compromised or the organisation brought into disrepute.

USAGE

For GMFC Members and staff using social media, such use:

Must not contain, or link to, libellous, defamatory or harassing content – this also applies to the use of illustrations, images or nicknames;

Must not comment on, or publish information that is confidential in anyway; or

Must not bring the organisation or the sport into disrepute; or

Must not otherwise be in breach of the GMFC Code of Conduct or any League Policies.

GMFC encourages posting, liking, sharing & hashtags promoting great content about your club.





BRANDING AND INTELLECTUAL PROPERTY

When creating a social networking page, care should be taken to ensure the appropriate person has given permission to create the page or forum. Similarly, appropriate permissions must be obtained for the use of any GMFC logos or images.

For official GMFC blogs, social pages and online forums:

- Posts must not contain any indecent content.
- All materials published or used must respect the copyright of any third parties.

CONSIDERATION TOWARDS OTHERS WHEN USING SOCIAL NETWORKING SITES

Social networking sites allow photographs, videos and comments to be shared with thousands of other users.

GMFC Members or staff should be considerate of others and should not post information when they have been asked not to, or consent has not been sought and given. They must also remove information about another person should they be asked to do so.

Under no circumstances should offensive comments be made about or to any GMFC, staff, or GMFC Members online.

MANAGING INAPPROPRIATE OR HARMFUL ONLINE CONTENT

Where inappropriate, offensive, misleading, or harmful content is identified, the following process will be followed.

1. Collecting and Securing Evidence

Before any action is taken to remove or report content, the GMFC will first collect relevant evidence. This may include screenshots, URLs, timestamps, usernames, and copies of posts, comments, images, or videos.

All evidence must be:

- Accurate and complete
 - Stored securely
 - Shared only with authorised GMFC officials where necessary
- Evidence must not be widely circulated or reposted, as this may unintentionally further disseminate the material.





2. Removing or Reporting Content

Once evidence has been secured, appropriate action will be taken based on where the content is posted:

- **Club-Managed Platforms**

Any inappropriate content posted on GMFC-managed social media pages, websites, or forums will be removed as soon as practicable. Where appropriate, the matter may also be escalated in line with Club disciplinary procedures.

- **Content Posted by Members Elsewhere**

If a GMFC member posts inappropriate material on external platforms (e.g. personal Facebook pages, YouTube, Instagram), the Club may request that the member remove the content promptly. Failure to comply may result in further action under Club policies or codes of conduct.

- **Content Posted by Non-Members**

Where inappropriate or defamatory content is posted by non-members on third-party platforms (e.g. negative remarks on another club's social media page), the Club may contact the platform or page owner to request removal. Where necessary, the issue may also be reported directly through the platform's moderation or complaint processes.

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BREACH OF POLICY

GMFC will continually monitor online activity in relation to the organisation and the sport. Detected breaches of this policy should be reported to GMFC.

If detected, a breach of this policy may result in disciplinary action from GMFC. A violation of this policy may also amount to breaches of other League governing documents, including its constitution, bylaws, and other policies. This may involve a verbal or written warning or, in serious cases, termination of engagement with GMFC, including suspension of membership & privileges.

ADVICE

This policy has been developed to provide guidance for GMFC Members and staff in a new area of social interaction. GMFC Members and staff who are unsure of their rights, liabilities, or actions online and seek clarification should contact the GMFC executive committee via info@gisbornemastersfc.com



info@gisbornemastersfc.com



<https://gisbornemastersfc.com>



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