



CAULFIELD GRAMMARIANS FOOTBALL CLUB

SOCIAL MEDIA AND COMMUNICATIONS POLICY

The Caulfield Grammarians Football Club (CGFC) 'Social Media and Communications Policy' is in place to ensure that the CGFC community is not negatively impacted by the use of social media, and that football is a positive and enjoyable environment for everyone. All players, officials, members, parents, spectators and other CGFC community members (**CGFC Community Members**) are expected to abide by this policy.

CGFC recognises the benefits of social media as an important tool of engagement and enrichment for the club and the community, but it is important that all CGFC Community Members express themselves appropriately, and in ways that are consistent with CGFC's codes of conduct and the values of the club.

1. Purpose

This policy aims to provide guiding principles to follow when using social media and digital communications. The intent of this policy is to include anything posted online or shared digitally where the information that is shared may affect CGFC or any CGFC Community Members.

2. Scope

This policy applies to all CGFC Community Members or any individual representing themselves as being associated with CGFC. This policy covers all forms of social media and digital communications, which includes (but is not limited to):

- a. maintaining a profile page on social or business networking sites (e.g. LinkedIn, Facebook, Shutterfly, Snapchat, Instagram, TikTok or Twitter);
- b. content sharing, including but not limited to, Flickr (photo sharing), Canva and YouTube (video sharing);
- c. commenting on blogs for personal or business reasons;
- d. personal and corporate websites;
- e. leaving product or service reviews on retailer sites, or customer review sites;
- f. online votes and polls;
- g. taking part in conversations on public and private web forums;
- h. editing a Wikipedia page; or
- i. electronic communication (e.g. Email, texting or WhatsApp).

3. Guiding Principles

All members of the CGFC community must respect the Club's values and ensure its intellectual property and relationships with sponsors and stakeholders is not compromised and ensure that CGFC is not brought into disrepute.

3.1 Usage

Social media usage and communications must:

- a. not contain defamatory, discriminatory, insulting or harassing content towards the VAFA (including other VAFA clubs), CGFC or any CGFC Community Members;
- b. not contain inappropriate, indecent or offensive content;
- c. not contain images of minor children without the written permission of the child's parent or guardian;
- d. not divulge confidential information of CGFC or any CGFC Community Members without the relevant person(s) consent;
- e. respect the rights of other CGFC Community Members and not be in breach of third-party intellectual property rights;



- f. not bring CGFC or its sponsors into disrepute;
- g. not use the CGFC brand or image to endorse or promote any product, opinion, cause or political candidate unless approved by the Committee; and
- h. not breach the VAFA Social Media Policy.

3.2 Official websites, social media pages and online forums

In addition to 3.1 above, for websites, social media pages, and online forums (**Social Platform**):

- a. when creating a new Social Platform, consent must be obtained from the Committee to use the CGFC brand or image and the Secretary will keep a record of such permissions; and
- b. Social Platforms must not have advertising content which is not controlled by the administrator of the Social Platform.

NB: VAFA Policies referred to in herein are to be found on the applicable VAFA website.

4. Breach of Policy

CGFC monitors online activity in relation to the club and CGFC Community Members. Alleged breaches of this policy should be reported to the President of the CGFC Committee. A breach of this policy may result in disciplinary action from the VAFA or CGFC Committee, at its discretion given the circumstances.

Dated: 12 March 2025

Pursuant to Committee Resolution passed on 11 March 2025.