



Social Media Policy

Mount Alexander Women's Sports Club

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1. Introduction

Welcome to the social media realm of the Mt Alexander Falcons, where we unite our passion for footy with a commitment to fostering a safe, inclusive, and enjoyable environment for women, girls, and gender-diverse people. This policy is designed to provide clear guidelines and expectations for the use of our social media accounts, ensuring that our online presence reflects the professional and respectful standards upheld by our organisation.

At the Mt Alexander Falcons, we are dedicated to advancing gender equality in sports and promoting a vision of inclusivity, respect, and empowerment. Our social media platforms serve as powerful tools to raise awareness about our mission, share our values, nurture our community and allies, engage new audiences, and advocate for women and gender diversity in the sporting arena. Moreover, we aim to enhance the visibility of our club and its activities while prioritizing the privacy and well-being of our users.

As we navigate the dynamic landscape of social media, our overarching goals remain clear:

1. Create a safe and empowering environment/culture for women and gender-diverse people to participate in and thrive within the world of footy.
2. Foster a strong and recognizable club culture that extends a warm welcome to all women and gender-diverse people.
3. Lead by example by embedding our club values into every facet of our online presence.
4. Sustain and strengthen our club by cultivating a diverse membership and committee that mirrors the richness of our broader community.

By adhering to the guidelines set forth in this policy, we aim to not only maintain a positive online presence but also contribute to the broader narrative of gender equality in sports. Together, let's use the power of social media to amplify our message, connect with our community, and propel the Mt Alexander Falcons to new heights.

2. Club Members' Conduct and Our Online Presence

The Mt Alexander Falcons have fostered and nurtured rapport with our online community, so representing the Mt Alexander Falcons on our social media platforms requires professionalism, respect, discernment and understanding. Club Members need to be aware of the way they are representing the Mt Alexander Falcons on social media and ensure the content they are generating is aligned with the Mt Alexander Falcons' ethos and social media goals. While the Mt Alexander Falcons is an equality-based organisation which engages in relevant political conversations and advocates for equality, diversity and inclusion, Club Members must remember the goals and ethos of the Mt Alexander Falcons when creating content.

2.1 Purpose of our Social Media Accounts

The primary purpose of our social media accounts is to increase awareness about the Mt Alexander Falcons' work, vision, mission and related opportunities. We aim to engage with and advocate for women, girls and gender-diverse people by fostering a supportive community, as well as communicating our message to general supporters and aligned organisations or brands. All content posted on our social media accounts must align with this purpose. It's important to note here that different social media accounts and platforms will differ from one another in terms of what purpose they are used for, which will be outlined in their respective branding and content strategies. Regardless, all of the Mt Alexander Falcons' accounts and platforms are intended to promote our core purposes in increasing awareness of our work, our mission and nurturing and growing a community of followers.

a. Values, Vision & TOV Alignment: All social media content should reflect not only our organisational mission but our values as well. These values, which can be viewed underneath this policy item, are represented online through our brand's tone of voice (TOV), which is positioned as an energetic, welcoming, fun, passionate and supportive leader or "big sister". The TOV works alongside the professionalism and clarity of our messaging, which should be communicated in a way that avoids the use of jargon, or inaccessible and divisive language.

Our organisational vision is as follows:

Mount Alexander Women's Sports Club aspires to create a community where women and gender diverse people play, live, compete and dream free of gender constraints. To us, sport is a gateway to the wider society, and we actively work towards a community where equality is realised for all women and diverse people.

Our organisational mission is as follows:

Our Mission is to create a safe, respectful and inclusive environment where women and gender diverse people thrive through sport, on and off the field. The Mount Alexander Falcons pride ourselves on providing opportunities for developing skills, strength and stamina; confidence and leadership; and comradeship and friendship. We are our own role models and take this belief with us to the wider community.

Our organisational values are as follows:

Welcoming - We encourage equality, diversity, inclusion, and fairness.

Encouraging - We provide the opportunity for women and gender diverse people to be proud, strong and support each other to be the best that we can be.

Fun - We use sport to develop skills, push personal limits, work together as a team, build confidence, and expand friendship circles – while always having fun.

b. Positive Messaging: Promote positive messages, support, and empowerment while maintaining an inclusive and non-discriminatory tone for all genders. Avoid content that is overtly personal to the beliefs, political stance and experiences of the creator unless otherwise approved by the respective Manager. If at any point you are unsure of the alignment of your content to the Mt Alexander Falcons brand, speak to the committee.

c. Sensitivity: Given the sensitive nature of being a gender equality focused organisation, it is crucial to exercise empathy and respect when creating and sharing content. Avoid using explicit language, graphic content, or any materials that may trigger or harm people. When publishing user stories that feature particularly graphic descriptions or explicit terms, take the appropriate measures to reduce harm (such as using asterisks to replace the vowels in an explicit term and/or providing a content warning in the caption and/or as a cover tile). If you are unsure of whether a story is at risk of triggering or harming people, speak to the committee.

d. Privacy: Protect the privacy of people and do not use personal information, including full names, addresses, phone numbers, or any other identifiable details. This also applies to situations where the creator discloses personal information or experiences of gender-based violence.

e. Consent: *[For users]* Obtain explicit consent from the committee before featuring personal stories or experiences on the Mt Alexander Falcons social media accounts. *[For Team Members]* Ensure that the consent form for Team Members (provided at the end of this document) is agreed to, completed and signed before proceeding with releasing any content that features a Team Member.

2.2 Content Creation

At the Mt Alexander Falcons, we believe in the power of creativity and expression to connect with our audience and drive our brand forward. This policy is designed to encourage innovative marketing content while ensuring that our messaging aligns with our values and brand image. Content creation for marketing encompasses a wide range of materials, including but not limited to social media posts, blog articles, email marketing and advertisements. We understand that each piece of content plays a crucial role in shaping our brand perception, engaging our customers and users, and achieving our marketing objectives. It's essential to maintain a consistent brand voice and adhere to our core values throughout all marketing materials.

3. Account Usage Guidelines

Social media account usage for Club Members refers to the responsible and professional management of personal and professional profiles on social platforms. As brand representatives, Club members play a crucial role in shaping the organisation's online presence. Through mindful engagement, Club Members can amplify the organisation's message, build connections, and contribute to its overall success. Social media account usage embodies our commitment to transparency, authenticity, and aligning personal actions with the values of the Mt Alexander Falcons.

3.1 Interactions and Engagement

a. Trolls and Negative Comments: Ignore, block, or report any instances of trolling, harassment, or hateful comments. Do not engage in arguments or respond in a confrontational manner via either the Mt Alexander Falcons or personal social media channels. As a company that advocates for and represents women, girls and gender-diverse people, it is paramount that the Mt Alexander Falcons is a safe online space that is

closely moderated and protected from harmful, discriminatory or damaging behaviour.

b. Constructive Criticism: Acknowledge and respond to constructive criticism from online users in a respectful and professional manner. Use such feedback to improve our content and engagement strategies, as well as to report back to the respective Manager.

c. Confidentiality: Avoid disclosing confidential information related to the Mt Alexander Falcons, its partners, users, or any ongoing initiatives unless otherwise advised by the respective Manager.

d. Respectful Dialogue: Engage in respectful discussions with followers, providing accurate information, guidance, and support where appropriate. Refrain from engaging in heated or controversial debates.

e. External Communications: Ensure all communications with third parties that occur through the Mt Alexander Falcons social media accounts and/or personal accounts are discussed with your manager before responding or taking action. Team Members are not permitted to represent Mt Alexander Falcons, organise or conduct external meetings requested by individuals or organisations, or disclose any internal or confidential information to third parties without authorisation from the respective Manager.

f. Online Disclosure [From Users]: When a user discloses an experience of gender-based violence over the Mt Alexander Falcons social media accounts, whether by Direct Message or in the comments section, refer to the Community Management Guidelines to see examples of the appropriate ways to respond before taking action. If you are unsure of how to provide an appropriate response or require more assistance, speak to the committee for more guidance.

g. Club Member Access: Only those with approved access to the Mt Alexander Falcons social media accounts are permitted to use them. Team Members must not share login details with unauthorised Club Members and all access must be managed and approved solely by the committee.

3.2 Content Ownership

Any content created by Mt Alexander Falcons or their Club Members, including paid workers, volunteers and interns, is owned and exclusively managed by the Mt Alexander Falcons. The Mt Alexander Falcons committee reserves the right to remove, archive, delete, re-post, edit or re-use any content at any time.

3.3 Deletion Rights

Club Members maintain the right to request content in which they feature to be deleted and/or archived, and such a request will be processed at committee's discretion.

3.4 WhatsApp Usage Guidelines

Purpose of the WhatsApp Group: The Falcons social community WhatsApp group serves as a platform for members to connect, share updates, and foster a sense of community. It is a space for meaningful discussions, event coordination, and mutual support.

Membership Requirement: From 1st February each year, access to the Falcons Social WhatsApp group/s will be limited to people who are registered as Falcons playing, training and social members of that year. This is to ensure the WhatsApp group/s remains a dedicated and engaged space for those who actively contribute to the success of our community.

Becoming a Paying Social Member: To gain or maintain access to the WhatsApp group, individuals must

be registered as paying social members of the Falcons. Social membership not only allows participation in the WhatsApp group but also contributes to the financial stability of the club, enabling us to provide quality experiences for our members.

How to Become a Paying Social Member: Visit <https://www.mtalexanderfalcons.com.au/join> to complete the registration process. Pay the applicable social membership fee. Once payment is confirmed, you will be added to the Falcons WhatsApp group within one working week.

How to Become a Playing and Training Member: Visit <https://www.playhq.com/afl/register/ab82c8> to complete the registration process. Once registration is confirmed, you will be added to the Falcons WhatsApp group within one working week.

Guidelines for WhatsApp Group Usage:

Respect and Inclusivity: Treat all members with respect, kindness, and inclusivity. Discrimination, harassment, or any form of harmful behavior will not be tolerated.

Relevance: Keep conversations relevant to the Falcons community, events, and football-related topics.

Promotion: Avoid unsolicited promotion of external products, services, or events.

Privacy: Respect the privacy of other members. Do not share personal information without consent.

Moderation: The administrators reserve the right to moderate content and remove members who violate these guidelines or fail to comply with the membership requirements.

By participating in the Falcons WhatsApp group, members agree to adhere to these guidelines and acknowledge the recent change in membership requirements.

4. Team Members' Safety and Wellbeing

Ensuring Team Members wellbeing and safety when engaging with and creating social media content is crucial at the Mt Alexander Falcons. At any time, Club Members can request support from our committee, or the Director/s of Wellbeing if they feel their wellbeing is being affected. The following principles and safeguards operate to ensure this standard of wellbeing:

4.1 Negative Online Attention

Due to the unpredictable nature of social media, online 'trolls' or bullies may arise who make inappropriate comments on the Mt Alexander Falcons content. We recognise that this inappropriate behaviour can be distressing for Club Members and management will monitor all social media content and potentially privatise/archive/delete content in this scenario. Despite this, Club Members are not permitted to engage with any users in public debates via comment sections or response videos, as this type of behaviour does not align with our values around safety and privacy and can be detrimentally provocative and harmful to the wellbeing of the Club Members involved in such instances. We must put our user-facing rapport as first priority and take the appropriate measures to protect our Club Members from online backlash.

4.2 Online Disclosure [From Team Members]

When Club Members wish to share personal stories using the Mt Alexander Falcons social media accounts, it is to be treated as a deeply personal matter that should be handled with care and sensitivity, alongside the consideration of its potential impact on the individual. While sharing stories related to these topics can be powerful and raise awareness, it can also be met with negative online attention or inappropriate comments from online 'trolls' or bullies. It is important to prioritise the well-being and privacy of Team Members who share their experiences online by obtaining explicit consent from Team Members before sharing publicly, respecting their boundaries and closely moderating such content to ensure it is a safe space for both the creator and other women, girls and gender-diverse people engaging with the content.

When representing the Mt Alexander Falcons online, it is also important that such content aligns with our values and brand image. As part of our organisational values, sharing stories about social issues and personal experiences is a courageous action, but should be done respectfully and responsibly while staying relevant to our mission and audience.

4.3 Representing the Mt Alexander Falcons through Personal Accounts

This policy item applies to all employees or individuals who voluntarily represent the brand through their personal social media accounts. It covers all social media platforms, including but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, and TikTok.

a. Representation: Club Members are not permitted to represent the Mt Alexander Falcons, speak on its behalf, or appropriate Mt Alexander Falcons branding, content or logos on their personal accounts without crediting the Falcons or asking permission. This can present risks of defamation, jeopardising Club Members safety, and misrepresentation outside your terms of membership or work. Uphold the Mt Alexander Falcons' values, mission, and reputation online and in the public digital sphere at all times. When posting in relation to the Mt Alexander Falcons, interact with others on social media in a professional and respectful manner, avoiding offensive language, discriminatory remarks, or harassment. Ensure that any information shared about the brand is accurate and supported by reliable sources. When posting about or discussing the Mt Alexander Falcons brand through personal accounts, ensure all content is aligned with club values and this policy.

b. Personal vs. Professional: Maintain a clear distinction between your personal and professional social media accounts and content. Do not use your personal account to engage in negative online attention that occurs on the Mt Alexander Falcons social media accounts.

4.4 Social Media Misuse

Social media misuse by Club Members refers to the inappropriate or irresponsible use of social media platforms that can negatively impact individuals, the organisation's reputation, or breach confidentiality. This policy item is relevant to Team Members' use of their personal social media accounts as well as the use of the Mt Alexander Falcons social media accounts.

Inappropriate use of social media includes, but is not limited to:

- Conducting private business using the Mt Alexander Falcons websites or social media channels
- Using discriminatory, defamatory, abusive or otherwise objectionable language
- Stalking, bullying, trolling or marginalising any individual or group.
- Accessing or uploading pornographic, gambling or illegal content, or including extreme images of graphic content (blood and gore etc) or information regarding activity relating to firearms, bombs, terrorism, etc.
- Accessing sites that promote hatred or extreme/fundamental beliefs and values.

- Taking part in excessive debate on public policy or controversy that isn't representative of the Mt Alexander Falcons' purpose, values and mission.
- Hacking or attempting to infiltrate the systems of the Mt Alexander Falcons or another organisation.
- Criticising or denigrating the Mt Alexander Falcons, or other organisations, and our/their employees, volunteers or supporters.
- Sharing proprietary or confidential information about the Mt Alexander Falcons, its employees, customers, products or partners
- Activity that interferes with club commitments
- Activity that uses excessive bandwidth, either uploading or downloading, within the Mt Alexander Falcons ICT network
- Paid endorsement of any kind, including in kind services or gifts
- Activity that brings the Mt Alexander Falcons or the person's professionalism or ability to act in a professional manner into disrepute.
- It is the duty of everyone affiliated with Mt Alexander Falcons to alert the social media team to any inappropriate or of-concern content as soon as possible.

4.5 Sanctions

The MAWSC Committee may apply the following sanctions to any member, player, parent, coach, club official or supporter found to be in breach of the Social Media Policy based on the seriousness and frequency of their behaviour:

1. Caution
2. Direction to leave the club event
3. Attendance at a meeting with members of the Committee of Management to discuss the breach and appropriate sanction/s
4. Additional club duties
5. Participation in personal development
6. Suspension from club activities (including games)
7. Expulsion from the Mt Alexander Women's Sports Club.

In the event that the breach requires attendance at a meeting with the Committee, the committee will be comprised of at minimum, the Club President, Club Vice President and Club Secretary.

Any club person who is alleged to have breached the code of conduct will always be given a "right of reply". They will also be offered the opportunity to bring a support person to any official discussions regarding the alleged breach. In the case of a dispute with the Committee, an independent mediator may be retained to mediate the dispute.

The Mt Alexander Women's Sports Club will at all times ensure that any person undergoing any of the above procedures will be dealt with in a sensitive and confidential manner, irrespective of the alleged breach of the Rule or Code of Conduct.

Mt Alexander Women's Sports Club will maintain a record of issues and outcomes arising from the implementation of this policy.

4.5 Review

Version	Date Approved	Review Date
1	31 Jan 2024	31 Jan 2025

