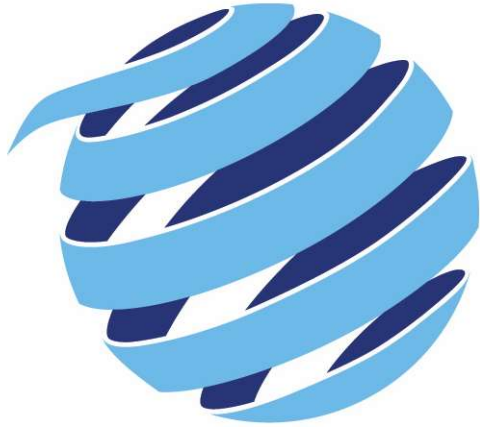


SOUTHERN BRANCH INC



**FOOTBALL
NSW
SOUTHERN
BRANCH**

SOCIAL MEDIA POLICY

SOUTHERN BRANCH INC SOCIAL MEDIA POLICY

Southern Branch Inc uses a range of social media platforms to communicate with members and stakeholders, these include.

- Club website, email, Facebook, Instagram, WhatsApp, Heja, Messenger, SMS

Heja and Facebook are the primary communication channels and are administered by coaches, managers or organising team members. We use these platforms to keep members and the broader community informed about upcoming events, latest developments, social activities, etc.

This policy aims to provide general guiding principles and clear boundaries for the use of social media platforms by the club, members, parents, guardians, and caregivers. It also sets out additional guidelines for team chats.

GENERAL GUIDING PRINCIPLES

- All Southern Branch Inc social media postings, updates and comments should be considered public comment and must be consistent with our core values and Code of Conduct
- Postings (written, videos, photos) made by Southern Branch Inc on our websites, Facebook page will be positive, family friendly and reflect our core values.

Southern Branch Inc social media posts and comments must not:

- Disclose personal information about members, parents, guardians, caregivers, or any other persons (unless their express permission is obtained)
- Contain statements that are misleading, falsely represent any other person, are defamatory or could harm another person's reputation.
- Include content that is abusive, derogatory, bullying, harassing, or threatening in nature.
- Include language that is offensive, derogatory, discriminatory, racist, sexist, or homophobic.
- Or otherwise harm the reputation and goodwill of Southern Branch Inc and football in general

Southern Branch Inc Team group chats:

- Southern Branch Inc Team Coaches and Managers have administration rights for group chats that are created for communication within individual teams, for example: Heja, Messenger
- All communication on team group chats must be in accordance with general guiding principles above.
- Communication should be short and about team matters only, for example: player availability, match venue, training/match schedule, etc.
- Any communication/comment about an individual team member or another person should be made privately not through the group chat.
- Parents, guardians, caregivers, and other non-player stakeholders who are members of any Southern Branch Inc team group chat are expected to follow this social media policy.
- Players who use snap-chat are expected to follow this policy.

The Southern Branch Inc standing organising team reserve the right to commence disciplinary action against any member who allegedly sends messages or posts comments on Southern Branch Inc social media platforms that harass, offend, abuse or intimidate another member or any other person, or are otherwise considered inappropriate and non-complaint with the Southern Branch Inc social media policy.