



MARIBYRNONG PARK SPORTS CLUB INC.

MEDIA POLICY

Author:	Steve Scicluna, Secretary
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1. Objective

The Maribyrnong Park Sports Club Inc., operating as the Maribyrnong Park Football Club (the Club), is a highly respected organisation with a long and successful history.

It is important that its reputation is not tarnished by anyone using social media inappropriately, particularly when referencing the Club or any of its volunteers, coaches, players, members or families.

When someone identifies their association with Maribyrnong Park Football Club and discusses any involvement in the Club in this type of forum, they are expected to behave and express themselves appropriately.

In addition to this Club policy, every member, player and family is also bound by the [Essendon District Football League \(EDFL\) Media Policy](#) and the [EDFL Media Policy – Suitable Use Guidelines](#). Refer to the [EDFL website](#) for the latest versions of these policies.

This Club policy is intended to support the [EDFL Media Policy](#) and the [EDFL Media Policy – Suitable Use Guidelines](#), and is subordinate to these policies.

2. Scope

This policy applies to all, players, officials, club executive and delegates, registered volunteers, parents and families of registered players and will also encompass identified club supporters.

This policy covers all forms of verbal and written correspondence to the mainstream and local media, including television, radio, print media, and online media. It also includes off the record comments, anonymous comments, public speaking engagements and media releases.

This policy also covers all forms of social media including, but not limited to:

- social networking sites, including, but not limited to Facebook, Twitter, WhatsApp, LinkedIn etc.

- photo and video sharing websites, including, but not limited to YouTube, Flickr, Instagram, Snapchat, TikTok, Tumbler, Pinterest etc.
- commenting on websites operated by media, government, private sector, and community sector organisations, blogs, web forums like Whirlpool etc.
- any chat group that is set up within these or other social media forums
- online campaigning forums such as change.org and other online petition platforms

The intention of the policy is to include anything posted online where information is shared that might affect members, players, families, sponsors, officials, or other partners of the Club, any other football and sporting clubs, the EDFL, or any other football or sporting league.

3. Media engagement

Club members (including players, officials, volunteers, supporters and families) are not permitted to initiate or respond to any form of verbal and written correspondence to or from any media outlet, including television, radio, print media, and online media, on any subject that involves the Club.

Responses to media enquiries are subject to the [EDFL Media Policy](#) and only the Club President and the Club Secretary are authorised by the Club to make any statements or respond to any queries from the media on any subject that involves the Club. The Club President or the Club Secretary may, at their discretion, permit other club members (including players, officials, volunteers, supporters and families) to respond to media enquiries, such as taking part in a media interview or being featured in a media story.

4. Usage

Publications issued by the Club may be “liked”, forwarded or shared, and are encouraged to promote the Club.

Club members (including players, officials, volunteers, supporters and families), should assume that the internet is a permanent record of online actions and opinions and is not anonymous. All persons covered by the scope of this policy must follow the principles that the policy is designed to uphold and should be aware that they are individually responsible for their own actions and social media accounts.

Comments (including illustrations and nicknames) made on social media must not vilify, libel, defame, bring into disrepute, or harass individuals or organisations on any basis. Comments must not bring the Club or any of its members, players, families,

sponsors, or other partners into disrepute. Information that is considered to be confidential or sensitive to the Club is not to be published or commented on.

Any trademarks belonging to the Club, such as Club logos, images, or slogans, are not to be used in personal social media applications.

Users should not share photographs, videos and comments that may be considered private and not for the public domain relating to the Club that may breach the Privacy Act or put Maribyrnong Park Football Club or its members in breach of copyright.

Users should be considerate to others in these circumstances and not post information when they have been asked not to or consent has not been sought and given. If asked to remove a comment or image etc. by the person in question, the user shall do so immediately.

Under no circumstances should offensive comments be made about the Club, members, players, families, sponsors, officials or other partners online, or those of any other football and sporting clubs, the EDFL, or any other football or sporting league.

“Banter” with members or supporters of other football or sporting clubs should be avoided, as comments can easily be taken out of context and escalated.

Contact should be made with the Club Executive prior to posting on social media if there is uncertainty as to whether the comments will be appropriate in relation to this policy.

5. Approved Pages / Sites

The Club runs and manages its official website, Facebook, and Instagram accounts. Individuals are not permitted to set up any official sites without the express permission of the Club Secretary, in his or her capacity as the nominated person responsible for the Maribyrnong Park Sports Club incorporated association.

Annual team or age level group sites or pages on platforms such as WhatsApp and Facebook may be set up on an annual basis as this is a positive communication tool to keep team parents up to date on Club and team information and events.

For Junior teams, any team page must have the Level Coordinator and/or Vice President – Junior Football invited and be a part of the group. Any team group page MUST be set up as a closed group for that team and not be able to be publicly accessible.

For Senior Men's teams, any team page must have the Vice President – Senior Men's Football invited and be a part of the group. Any team group page MUST be set up as a closed group for that team and not be able to be publicly accessible.

For Senior Women's teams, any team page must have the Vice President – Senior Women's Football invited and be a part of the group. Any team group page MUST be set up as a closed group for that team and not be able to be publicly accessible.

6. Authorised use of images

Apart from abiding to all other areas of this policy, individuals' photos may be posted on social media within closed team groups. The club cannot control every photo that is placed on social media. Individuals who do not want to be published on social media or other media should contact their Team Manager, Level Coordinator or a member of the Club Executive.

Whether posted in closed social media groups or on individuals' own social media accounts, photos of persons aged under 18 years must not identify the person's full name. These persons or their parents or guardians always have the right to request that their photos be taken down or not posted in the first instance.

7. Policy Breaches

Breaches in policy, if detected, may result in disciplinary action in accordance with Part 3 Division 2 of the [Maribyrnong Park Sports Club Inc. constitution](#).