



AFL MASTERS NATIONAL SOCIAL MEDIA POLICY

Effective 16 September 2024

Effective from

16 September 2024

Applicable to

This Social Media Policy is applicable to all communications published by Relevant Persons on Social Media. Relevant Persons include all National Board Members, staff and volunteers of AFL Masters Inc (AFLM) and all members of AFLM and AFLM's Member bodies.

While this Policy does not form part of any contract of employment, failure to comply with the procedures below may result in disciplinary action by AFLM against Staff Members or any Relevant Person.

This Policy may be updated by AFLM from time to time.

Purpose

The purpose of this Policy is to set out AFLM's rules for the appropriate use of Social Media by Relevant Persons, whether for or on behalf of AFLM, engaging with AFLM, or personally whilst a member of AFLM.

The aim of this Policy is to:

- promote and encourage appropriate use of Social Media by Relevant Persons;
- ensure that Relevant Persons understand AFLM's approach to Social Media, and its expectations for the personal and professional use of online communication; and
- govern the terms of use by Relevant Persons of AFLM-controlled, administered or related Social Media.

This Policy also aims to protect the Intellectual Property, Confidential Information, brand, reputation and viability of AFLM as well as the rights and interests of Relevant Persons.

Policy Guidelines and Procedures

The use of Social Media is regarded as an essential and convenient tool in day to day life and business. It must be used in a manner that upholds the policies and procedures of AFLM and in a way that reflects the responsible and upstanding principals of the organisation.

The use of Social Media by any Relevant Person should be appropriate, responsible and ethical:

- All AFLM communications posted, shared or sent on Social Media, whether by an Authorised User or otherwise, are considered official communications of AFLM in the same manner as documents

on AFLM letterhead and, therefore, must be consistent with the values, ethics, policies, aims and objectives of AFLM;

- All communications posted, shared or sent on Social Media by Relevant Persons in their personal capacity may still be considered by others, whether correct or not, as a communication of AFLM, or otherwise representing the views, values or beliefs of AFLM or members of AFLM. As such, AFLM expects that such communications will at all times be consistent with the values, ethics, policies, aims and objectives of AFLM.

The use of Social Media by any Relevant Person should be made with a clear distinction between acting in a professional capacity and a personal capacity.

AFLM Business Use – Authorised Users

Only Authorised Users are authorised to comment or publish information on Social Media for or on behalf of AFLM.

To become an Authorised User of specific Social Media, a Staff Member must gain the approval of the General Manager in writing.

Once a Staff Member has received authorisation to use Social Media for and on behalf of AFLM, the Staff Member must:

- comply with the terms of this Policy;
- disclose that they are an employee/contractor of AFLM;
- use only authorised AFLM accounts with that particular Social Media, unless authorised to use an approved official account or avatar;
- disclose and comment only on information classified as information already within the public domain;
- ensure that all content published is accurate and not misleading, and complies with all relevant AFLM policies and other relevant requirements;
- comment only on the Staff Member's area of expertise and authority;
- ensure comments are respectful; and
- adhere to the terms of use for the Social Media platform or website being used.

The Staff Member must not:

- do anything that may cause harm to the business, brand, reputation or rights of AFLM or its Associated Parties or the Events;
- disclose information about an AFLM stakeholder that is confidential or commercially sensitive without the written approval of the stakeholder and AFLM;
- disclose any Confidential Information without the appropriate written approval; or
- post any material that might otherwise cause or be likely to cause damage to AFLM or its Associated Parties' reputation, or bring or be likely to bring AFLM, its Associated Parties, the Staff Member, the Events or the Sport into disrepute.

Staff Members are encouraged to contact AFLM's Authorised Users with any Social Media requests so AFLM can act on their behalf. Relevant Persons are further encouraged to 'share' posts that are created and shared by AFLM Authorised Users.

At all times when using Social Media for and on behalf of AFLM, Staff Members must comply with this Policy and any training, directions and guidance provided by AFLM about how to use Social Media.

Where accessing Social Media via the Computer Network, all Relevant Persons must:

- not provide comments to journalists, politicians or lobby groups other than in the course of their official duties, as approved under this Policy; and
- not spend unreasonable amounts of time using Social Media that is unrelated to official duties.

AFLM must ensure that a comment moderation policy or terms and conditions are clearly available when inviting comments from the public on an official AFLM website or social media platform.

All AFLM Website activity, including the use of Social Media, must be approved by the General Manager unless otherwise authorised under this Policy.

Personal Use

Relevant Persons should be aware that communications made through Social Media have the potential to impact on AFLM and its Staff Members. Potential damage may be caused in certain circumstances, whether or not the Relevant Person is identified as having an affiliation with AFLM.

Relevant Persons must take their employment or affiliation with AFLM into account when using Social Media, particularly in the following circumstances:

- Social Media use that has the capacity to damage the Relevant Person's professional reputation;
- Social Media use that has the capacity to damage the reputation of AFLM or the Sport;
- Social Media use that has the capacity to damage the Relevant Person's ability to work with their colleagues; and
- Social Media use that breaches another of AFLM's policies.

When using Social Media in circumstances that are intended to be personal or private, Relevant Persons must:

- make it clear that the Relevant Person's private opinions are their own and not say or do anything that may indicate that they represent either the views of AFLM or their connection with AFLM. The Relevant Person may wish to use a disclaimer such as "any views expressed on this site/account are those of the author only" or "these views are personal and mine alone";
- not publish anything harmful, obscene, abusive, offensive or illegal as a consequence of which harm may be caused to AFLM or its Associated Parties, the Sport or the Event;
- not post any material that might otherwise cause or be likely to cause damage to AFLM's reputation, or the reputation of the Sport or Event, or bring or be likely to bring AFLM, the Relevant Person, the Sport, the Event or the Associated Parties into disrepute;
- not post content that is in breach of one or more of AFLM's policies;
- not disclose information about AFLM or its operations that is confidential or likely to cause harm to AFLM or its Associated Parties;
- only disclose and discuss publicly available information;
- not use or disclose AFLM's Intellectual Property or Confidential Information, including but not limited to AFLM's logos, an AFLM email address or insignia;
- not use the identity or likeness of a Staff Member;
- ensure that they are respectful of others at all times and comply with AFLM's policies if they interact with (or about) AFLM-related matters;
- adhere to the terms of use of the relevant Social Media; and
- comply with all laws including, but not limited to misleading and deceptive conduct, anti-discrimination, victimisation, vilification, privacy, intellectual property, anti-bullying, harassment and defamation.

Monitoring and Privacy

While it is not AFLM's usual practice to do so, AFLM may intercept or monitor Staff Members' use of Social Media on the Computer Network.

This may include, but is not limited to, the interception and/or reading of any message sent or received and any page visited via the Internet. By using AFLM's Computer Network facilities, the Staff Member is deemed to have consented to such monitoring by AFLM.

AFLM may record any information posted to its Social Media and may use that information for the purposes of administering such Social Media or any other purpose consistent with AFLM's Privacy Policy.

AFLM strongly recommends that all Relevant Persons protect their own personal privacy by not including personal information in Social Media communications (for example but not limited to, email addresses, residential addresses and telephone numbers).

Responsibilities

All Relevant Persons have a responsibility to ensure that their actions in relation to the use of Social Media comply with this Policy.

In particular, Relevant Persons are required to:

- comply with this Policy;
- report any perceived incidence of non-compliance with this Policy to AFLM, and to maintain confidentiality while the incident is being resolved; and
- contribute to the elimination of the Improper Use of Social Media from AFLM's work environment.

If a Relevant Person becomes aware of inappropriate or unlawful content, or content that is in breach of this Policy, relating to AFLM, they should report the circumstances via email to the following contact:

General Manager
AFL Masters Inc.
generalmanager@aflmasters.com.au

Consequences

If directed by AFLM, the responsible Relevant Person will remove, rectify and/or publish a correction about, any material published on Social Media that, in the view of AFLM, may breach this Policy or otherwise bring or be likely to bring, the AFLM, a Relevant Person or a AFLM sponsor into disrepute.

A Relevant Person who breaches this Policy may be responsible for any loss suffered by AFLM, or its Associated Parties.

If a claim that Social Media has been used improperly is substantiated, disciplinary action, including but not limited to under the AFLM Constitution, may result. The level of action will depend on all the circumstances, including the severity of the conduct. The outcomes could include, but are not limited to:

- a formal apology;
- a warning;

- suspension or termination of membership, or membership benefits; or
- termination of employment (with or without notice).

Breaches of this Policy will be dealt with in accordance with the disciplinary provisions under AFLM's Constitution and associated policies.

References

This Policy must be adhered to, in conjunction with the following AFLM rules and policies:

- Constitution;
- Codes of Conduct; and
- Privacy Policy.

Definitions

For the purpose of this Policy, the below definitions apply:

Associated Parties mean AFLM's members, players, coaches, officials, sponsors, and volunteers.

Authorised User means a person authorised in accordance with this Policy to use Social Media on behalf of AFLM.

GM means the General Manager of AFLM from time to time.

Computer Network includes all Internet, email and computer facilities provided, supported or paid for by AFLM. It includes but is not limited to, desktop computers, laptop computers, mobile devices and any other means of accessing AFLM's email, Internet and computer facilities (including, but not limited to, a personal home computer which has access to AFLM's IT systems).

Confidential Information means information belonging to AFLM that is not known to the general public.

Event means any particular event or series of events, comprising Sport and/or entertainment activities, conducted by, or under authorisation from, AFLM.

Improper Use means the use of Social Media in a way that does not comply with this Policy.

Intellectual Property means all rights or goodwill subsisting in copyright, business names, names, trade marks (or signs), logos, designs, patents or service marks (whether registered or registrable).

Internet means a worldwide electronic communications network providing access to millions of resources, not all of which are free. The World Wide Web is one element of the Internet.

Relevant Persons mean and include:

- AFLM Staff Members;
- AFLM authorised officials;
- AFLM members;
- Members of AFLM Member Bodies;
- AFLM players; and
- volunteers associated with AFLM.

Staff Members mean all employees and contractors of AFLM, including but not limited to permanent, casual and temporary staff and students on placement, as well as directors of AFLM.

Policy means this Social Media Policy as amended from time to time.

Social Media means any website or application that enables users to create and share content or participate in one or both of social and online networking, including but not limited to:

- external social networking sites (eg Facebook, LinkedIn, and Google Plus);
- internal Websites;
- video and photo-sharing Websites (eg Instagram, Flickr, YouTube, Snapchat, TikTok, Vine);
- micro-blogging sites (including, but not limited to, Twitter);
- weblogs, including all corporate blogs, personal blogs or blogs hosted by traditional media publications (eg 'comments' or 'your say' features on news Websites);
- forums and discussion boards;
- online encyclopaedias (eg Wikipedia);
- instant messaging (including WhatsApp, SMS);
- product or service reviews on retailer or customer review sites (eg Yelp, Trip Advisor);
- vod and podcasting;
- geospatial tagging (eg Foursquare); and
- any other Websites that allow individual users or companies to use simple publishing tools.

Sport means the sport of Australian Rules Football as administered by AFLM.

Websites mean the following websites covered by this Policy: LinkedIn, reddit, Facebook, Twitter, Instagram, Google+, Yahoo! Groups, YouTube, Blogs, Wikipedia, WhatsApp, TikTok and any other website or application where content can be shared and peer to peer networking conducted.

Review of Policy

This policy will be reviewed every two years, by the General Manager, or sooner if warranted by internal or external events or changes. Changes to the Policy will be recommended by the General Manager to the National Board.

Revised 16 September 2024