



HAPPY VALLEY FOOTBALL CLUB

COMBINED MEDIA POLICY

This policy outlines the procedure for Happy Valley Football Club (the Club, or HVFC herein) and its players, members and representatives regarding media in all forms - including print, television, radio and social media.

This policy aims to provide guiding principles when interacting with the media or using social media. This policy **does not** apply to the personal use of social media platforms by Club members where the member makes no reference to the Club or related issues.

This policy covers all forms of responses, comments or opinions given to the media including “off the record” and anonymous statements.

Responding to any media enquiries:

- All enquiries for comment or media participation should be referred to the **Media Officer** who is the President of the Happy Valley Football Club.
- As Happy Valley Football Club’s spokesperson he/she will respond directly to the enquiry or designate another party to serve as spokesperson.
- If the designated spokesperson is not available, all enquiries should be referred to the Executive Committee for decision and response.
- ALL designated persons will maintain a proper spirit and tone in communications with the media, remembering that they are representing and speaking for the Club. All communications with media entities should be in the best interest of the Club, it's members, players and supports.

Guidelines for Social Media

It is important that HVFC’s reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the Club. When someone clearly identifies their association with the Club, and/or discusses their involvement in the Club, they are expected to behave and express themselves appropriately and in ways that are consistent with the Club's stated values and policies.

Social media includes, but is not limited to, activities such as:

- Maintaining a profile page on social or business networking sites such as Facebook, Twitter, LinkedIn, Instagram, etc.
- Content sharing including Flickr (photo sharing) and You Tube (video sharing).
- Commenting on blogs for personal or business reasons.
- Taking part in online votes and polls.
- Taking part in conversations on public and private web forums
- Editing a Wikipedia page



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Guiding Principles

The web is not anonymous; HVFC members should assume that everything they write can be traced back to them. Honesty is always the best policy, especially online. It is important that Club members think of the internet as a permanent record of their online actions and opinions.

When using the Internet for professional or personal pursuits, all members must respect the HVFC brand to ensure HVFC's intellectual property and its relationships are not compromised, or the Club is brought into disrepute. Furthermore, HVFC members may not use the HVFC brand to endorse or promote any product, opinion, or cause without prior consent from the Executive Committee

Usage

When using social media on behalf of HVFC, users:

- Must not contain, or link to, inappropriate, defamatory or harassing content
- Must not publish information that is confidential or in any way sensitive to HVFC, members or sponsors
- Must not bring the Club into disrepute

Language on Social Media

Members and fans using social media should not use inappropriate or explicit language when interacting with HVFC. Comments, posts or captions with explicit language will be removed. Where this language is directed at the Club or other members, or repeat offenses occur, a breach of this policy will be considered.

Consideration towards others when using social networking sites

Social networking sites allow content to be shared with thousands of other users. HVFC members must recognise that it may not always be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private HVFC event will not appear publicly on the internet. HVFC members should be considerate to others and should not post information where asked not to and remove information about another person if that person asks them to do so. Under no circumstance should offensive comments be made about the Club, its members or committees online.

Breach of Policy

Detected breaches of this policy on externally controlled platforms should be reported to the Executive Committee. Breaches of this policy may result in disciplinary action at the discretion of the Executive Committee. A breach of this policy may also cause breaches of other HVFC policies. Action may involve a verbal or written warning or in serious cases, termination of membership.

Reviewed October 2023

Next review October 2025