Mazenod Football Club – Social Media & Photography Policy

Version 2.0 – February 2025

1. Policy Overview and Purpose

Social media is changing the way we communicate. This policy has been developed to inform all members of Mazenod Football Club (Officials, Volunteers, Parents, Players & Coaches) about using social media so people feel enabled to participate while being mindful of their responsibilities and obligations.

It provides practical guidance that allows all parties to benefit from the use of social media while minimising risks and protecting those involved. This policy also assists to establish a culture of openness, trust and integrity in all online and media-related activities connected to the Club.

2. Underlying Principles

This policy complements Mazenod Football Club's purpose as stated in its constitution, including promoting football, fostering inclusivity, ensuring effective management of competitions, and acting in the best interests of the Club and the game.

The Club Secretary and Board are responsible for all matters related to this policy.

3. Coverage

This policy applies to all persons involved with the activities of Mazenod Football Club, including:

- Members (including life members)

- Committee members, officials, coaches, team managers and volunteers
- Players and parents
- Affiliated Clubs (Mazenod United, Waverley United, Waverley Victory)

4. Scope

Social media includes any online tool or platform that enables communication or sharing of content — such as Facebook, Instagram, X (Twitter), TikTok, YouTube, Snapchat, WhatsApp, and similar.

This policy applies when:
a) you are representing Mazenod Football Club in an official capacity; or
b) your content refers to or may impact the Club, its members, sponsors, or reputation.

5. Guidelines

Use common sense. When in doubt, seek advice before posting or sharing content related to the Club. Always remember that you are an ambassador for Mazenod Football Club.

6. Protecting Your Privacy (Player)

Be smart about what you share online. Privacy settings should be used to limit access, and personal details should not be publicly disclosed.

7. Honesty

Be transparent, factual and respectful. Avoid misleading, dishonest, or defamatory statements. Always identify yourself clearly when discussing matters related to the Club.

8. Use of Disclaimers

Where practical, include a disclaimer such as:
"Opinions expressed are my own and do not represent Mazenod Football Club."
However, remember that this does not always protect you from accountability.

9. Reasonable Use

Employees and volunteers must ensure that social media use does not interfere with Club duties or productivity.

10. Photography & Media Consent

Mazenod Football Club may capture photographs and videos at Club activities, matches, and events to celebrate participation and promote the Club. These images may be used across our website, social media, newsletters, and marketing materials.

- By participating in Club activities or events, individuals (or their parent/guardian, if under 18) acknowledge and consent to the reasonable use of photos or videos for promotional purposes.
- Anyone who does **not consent** to this use must notify the Club in writing before the event.
- The Club will always act responsibly in selecting and sharing images, ensuring that all photos and videos are appropriate, respectful, and in line with our values.
- The Club will not publish personal or sensitive information alongside images without explicit consent.
- If at any time an individual requests that an image or video of them (or their child) be removed, the Club will promptly do so

11. Copyright and Intellectual Property

Do not share or use copyrighted material without permission. The Club's logo, name and images may not be used without approval from the Club Secretary.

12. Discrimination, Harassment and Bullying

Social media content must always reflect the Club's commitment to respect, inclusion and fairness. Offensive, discriminatory, or harassing behaviour will not be tolerated.

13. Dealing with Mistakes

If incorrect or inappropriate content is posted, correct it promptly and transparently. Seek guidance from Club administrators if unsure.

14. Conscientious Behaviour

Remember, your actions online reflect on the Club. Misuse of social media may result in disciplinary action.

15. Policy Breaches

Breaches include (but are not limited to):

- Posting offensive or defamatory content
- Misusing Club branding
- Sharing confidential information
- Bringing the Club into disrepute

16. Reporting a Breach

If you see or experience content that breaches this policy, report it immediately to the Club Administrator.

17. Disciplinary Action

Any breach of this policy may result in disciplinary measures, up to and including suspension or termination of membership.

18. Appeals

Individuals sanctioned under this policy may appeal under the Club’s Member Protection Policy.