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ANUFC Social Media Policy

PURPOSE

These guidelines apply to ANUFC's members who create or contribute to blogs, wikis, social networks, virtual worlds or any other kind of social media. If you log onto Twitter, Wikipedia, MySpace, Reddt or Facebook pages, or comment on online media stories—these guidelines are for you.

GUIDELINES

1. All staff are encouraged to participate in social media, and everyone who participates in online commentary should understand and follow these simple but important guidelines.
2. Be transparent and state that you are a member of the ANUFC. Your honesty will be noted in the social media environment. If you are writing about ANUFC, ANU, ANU Sport, Capital Football or the FFA, you must use your real name, identify that you are a member of ANUFC and be clear about your position within the club. If you have a vested interest in what you are discussing, be the first to say so.
3. Be aware that participating in online debate and posting to the Internet is a form of publishing. This means that the usual rules of publishing apply, including defamation and copyright.
4. Never represent yourself or ANUFC in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated. Any use of the ANUFC logo must be approved by the ANUFC Committee.
5. Post meaningful, respectful comments. In other words, no spam, and no remarks that are off-topic or offensive.
6. Use common sense and common courtesy. For example, it's best to ask permission to publish or report on conversations that are meant to be private or internal to ANUFC. Make sure your efforts to be transparent don't violate the relevant organisational policies including the FFA Code of Conduct, use of the ANUFC brand and ANUFC records. Breaches may be considered misconduct and may lead to disciplinary action under the FFA Code of Conduct and/or club terms and conditions of membership.

7. Stick to your area of expertise and feel free to provide unique, individual perspectives.
8. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks like it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly.
9. Be conscious of the sensitivities of debates in which you are engaged. Even anonymous comments may be traced back to the club.
10. Be smart about protecting yourself, your privacy and the ANUFC's confidential and proprietary information. Remember that online content can, and will, live on forever as the information is backed up often and repeatedly, and posts in one forum are usually replicated in others. What you publish is widely accessible, and will be around for a long time, so consider the content carefully.