



MELROSE FC SOCIAL MEDIA POLICY

Social media forms an important part of Melrose FC's communications.

Given its importance to Melrose FC's overall communication strategy, we require that all people representing the Club through social media channels are familiar with and adhere to this procedure in order to avert problems that may otherwise arise from engagement in this space.

This Procedure applies to all social media activity undertaken by Committee Members, Coaches, Managers and Players representing Melrose FC in any capacity when using social networking sites.

Accuracy

Ensure that all content displayed is factually correct.

Respond to posts/queries in a timely manner: the initial response should occur within 2 working days of receipt of a post.

Remove posts submitted by others if they are inaccurate, abusive or misleading.

Always consider the content of your messages in the context of the intended audience

If you feel angry or stressed about a subject, delay posting until you are calm and clear-headed.

The internet acts as an online global archive meaning once information is posted online, it is too late to recall or change it.

- Remember, all content, even direct and private messages, can become 'public' in the social media context.
- Be respectful of other people and their opinions. Even if you personally disagree with someone's opinion, remember that you are representing the club and respond in a polite and constructive manner.

Do not use social media in ways likely to bring Melrose FC into disrepute

You are personally responsible for all content you publish and any comments you make on the Melrose FC, AWFA or other associated clubs pages, etc

- Do not post any content that is inflammatory, racist, sexist or offensive. Never upload offensive or explicit written, audio or video content.

Do not disclose confidential information obtained through your role within the club

If you post directly about Melrose FC on your personal timeline, please identify your association with Melrose FC as a committee member, coach, managers or player, and mention that you are sharing your personal views and opinions, not representing the club.

For the purpose of this Procedure:

- a. Social media: The term 'social media' broadly describes the use of channels such as Facebook, Twitter, YouTube etc.

Consequences

Any social media post or comment that implies your connection with Melrose FC or is considered to bring the club into disrepute will be reviewed by a panel convened by or on behalf of the Executive Committee to determine the severity of the breach and what consequences, if any are required.