



## Policy 1.12 Social Media

### Introduction

Wanderers Football Club recognises that social media, professional networking sites, rapid-fire communications, blog sites, and personal websites are all useful technologies. Everyone has an opportunity to express and communicate online in many ways, and Wanderers Football Club recognises the value of having an online presence. However, above all else, Wanderers Football Club recognises the need to use good judgment on what material makes its way online. This policy will set forth guidelines that employees should follow for all online communications in reference to Wanderers Football Club.

### Policy Statement

While Wanderers Football Club does not seek to control private social networking, confidentiality in all aspects of Wanderers Football Club' affairs and adherence to the policy objectives set out in this document must be maintained during private social networking or in social networking beyond Wanderers Football Club' own offices or spheres of operation.

### Scope

This social networking policy applies to all staff, volunteers, Directors, and associates (collectively referred to as employees), past and present, with a material interest in Wanderers Football Club.

### Principles

- This policy includes (but is not limited to) the following specific technologies:
- Personal blogs
- LinkedIn
- Twitter
- Facebook
- Snapchat
- Personal Web sites
- YouTube
- Instagram
- All other social media and communication platforms

### Process

#### Topic Matter Guidelines

- Any material presented online in reference to Wanderers Football Club by any employee is the responsibility of the individual poster, author or publisher. We encourage all communication to be made in an identifying manner, to establish credibility above all else. Along with clear identification, employees must state that any opinion is theirs individually and not a form of official communication from Wanderers Football Club.
- Employees are encouraged to use the following guidelines in social networking practices:
- Be relevant to their area of expertise.
- Do not be anonymous.



- Maintain professionalism, honesty, and respect.
- Apply a "good judgement" test for every activity related to Wanderers Football Club.
- Considerations include confidentiality, code of conduct or breach of policy. Activity showing good judgement would include statements of fact about Wanderers Football Club and its services, facts about already-public information, or information on the Wanderers Football Club website.

Further, any employee who becomes aware of social networking activity that would be deemed distasteful or which fails the good judgement test are required to immediately report that activity to Club management.

### **Company Assets**

The use of company assets (computers, Internet access, email, etc.) is intended for purposes relevant to the responsibilities assigned to each employee. For employees that are allowed to access these services, a reasonable and limited amount of use of company assets are permitted for social networking services. Any use of Wanderers Football Club equipment to access social networking sites for personal reasons during work hours may be deemed a violation of Club policy.

### **Inaccurate or Defamatory Content**

Employees who participate in online communication deemed not to be in the best interest of Wanderers Football Club will be subject to a review of conduct and potential disciplinary action regardless of whether the material was posted using private communications equipment on private spaces during or outside of work hours. This online communication may include but is not limited to:

- Company information or data leakage;
- Inaccurate, distasteful, or defamatory commentary about the Club, its employees, service users and/or other stakeholders.
- Employees should not engage in communication with other members of the public who have engaged in inflammatory or defamatory communication on any Social Media Platforms. Any inflammatory or defamatory information or breaches of intellectual property or confidential information identified by employees must be immediately reported to management.

Failure to comply may result in disciplinary action, including termination or other interventions deemed appropriate by Wanderers Football Club management.

### **Off-Limits Material**

#### **Intellectual property, Club business and service user information**

Wanderers Football Club' intellectual property and inside business information are strictly forbidden from any online discourse except through mechanisms managed internally by Wanderers Football Club and with the express permission of the Executive. Reference to or discussion about any person, past or present, who has accessed Wanderers Football Club' services is strictly forbidden. Publishing information about service users, their families or key stakeholders without their express permission and the permission of the Club will be viewed as serious misconduct.

### **Online recommendations**

Some sites, such as LinkedIn, allow members to "recommend" current or former co-workers. Wanderers Football Club prohibits employees to participate in employee recommendations/references for reasons of company liability. Any requests for such information should be refused and the inquirer should be advised to contact Wanderers Football Club' management.

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### **Financial information**

Any online communication regarding the Club's financial data is strictly forbidden except through mechanisms managed internally by Wanderers Football Club.

### **Company-sensitive matters**

Any online communication regarding proprietary information such as changes to staffing structures, strategic decisions, or other announcements deemed inappropriate for public exchange is forbidden.

### **Comments on private social networks**

Comments which may be perceived as negative or offensive on private social networking sites which identify, refer to or infer to Wanderers Football Club, its practices, service users, staff or any other stakeholders are discouraged.

### **Failure to Comply**

Employees in breach of this policy may be subject to disciplinary actions or dismissal. Past employees, volunteers, board members and associates in breach of this policy may be subject to legal action.

### **Related Legislation or Standards / Departmental Documents**

*Privacy Act 1988*

### **Related Policies and Documents**

*1.05 Communications Policy*

*1.5.1 Internal and External Communication*