



## AFL SOCIAL MEDIA POLICY

### 1. Purpose and scope

This policy sets out the AFL's expectations for the personal and professional use of social media.

Recognising that commonly held perceptions of social media are likely to change from time to time, social media for the purpose of this policy is specifically not limited to certain digital platforms. The AFL considers each of the following platforms/internet programs/digital interfaces as social media for the purpose of this policy:

- external and internal social networking sites (eg Facebook, Twitter, Bebo, Linked In, MySite and Yammer);
- video and photo sharing websites (eg Flickr, YouTube);
- micro-blogging sites (eg Twitter);
- weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications (eg. 'comments' or 'your say' feature on theage.com.au);
- forums and discussion boards (eg Whirlpool, Yahoo! Groups or Google Groups);
- online encyclopaedias (eg Wikipedia);
- instant messaging (including SMS);
- Vod and Podcasting; and
- any other website that allows individual users or companies to use simple publishing tools.

### 2. Application

This policy applies to the following:

- all AFL employees and contractors including probation, permanent, part time, casual, fixed term;
- students, graduates and others on work experience or undertaking voluntary work;
- any other person who is notified that this policy applies to them;
- any officially accredited person not covered above to represent the AFL in social media (collectively **Applicable Persons or you**)

For the avoidance of doubt, this policy also applies to any personal use of social media by an Applicable Person.

### 3. Background

The AFL embraces social media as a valuable and important tool to engage and connect with our fans, customers, community and other relevant stakeholders. With the rapid growth and application of social media, the AFL recognises the need to have a policy that ensures Applicable Persons who use social media, either in a work or personal capacity, have guidance.



It is important for Applicable Persons to understand that the content you post on social media can have serious ramifications for the AFL, its people, corporate partners, broadcast partners or other related organisations and individuals. When you speak on social media, it's essentially the same as speaking on a megaphone in the middle of a stadium; everyone can see and hear you. In addition, comments may be mistakenly attributed to the AFL in some circumstances. It is therefore important that you always think twice before posting.

This policy is designed to assist you in using good judgement to post appropriate content on social media that works for us and for you. The policy covers the practical do's and don'ts when you are posting content on social media, including images you choose to accompany any social media content you may publish.

#### **4. Consequences Of breach**

Non-compliance of this policy is a breach of your employment or contractual obligations. It may also constitute sexual harassment, discrimination, or some other contravention of the law.

A breach of this policy may result in disciplinary action by the AFL which could include termination of your employment or contract.

Where inappropriate use under this policy constitutes a breach of any law, action may also be taken in accordance with that law.

#### **5. Quick tips: review this checklist every time you use social media**

Before using social media, ask yourself the following questions:

- Would I want my manager, team, family or friends to see this?
- Would I regret my actions?
- Could it limit my career?
- Am I revealing any sensitive or confidential information?
- Could this negatively impact the AFL brand or the brand of a related organisation such as an AFL corporate or broadcast partner?

#### **6. Do**

When using social media, do:

- respect others' privacy and seek permission before mentioning them in a post (through text or image);
- ensure that content you publish is factually accurate and complies with relevant AFL policies, particularly those relating to confidentiality, privacy and disclosure;
- expressly state on all postings relating to AFL (identifying you as an AFL employee, or where you may be identified as an AFL employee) the stated views are your own and are not those of the AFL;
- be polite and respectful to all people you interact with;
- adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws; and



- adhere to the AFL's Privacy Policy, Member Protection Policy, Internet, Email and Electronic Messaging Policy.

## **7. Do not**

When using social media, do not:

- talk negatively about the AFL, its employees, its competitors, corporate partners, broadcast partners, sponsors, or customers/fans or any other related organisation;
- bring the AFL's brand and reputation into disrepute;
- post or release any AFL information or material (images or comments) prior to its official launch or announcement by an authorised AFL representative in the public domain;
- Post or release any material on or use social media in relation to internal AFL events or functions such as staff meetings, Christmas parties or post Grand Final Monday;
- use or disclose any confidential information or personal information obtained in your capacity as an employee/contractor of the AFL;
- misrepresent a personal view as that of the AFL;
- plagiarise or breach copyright of other people when using material;
- excessively use social media platforms in a work or non-work capacity during work hours;
- make promises or statements regarding the AFL's operations which are not true;
- post material that is offensive, obscene, disparaging, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order, or is otherwise unlawful;
- imply that you are authorised to speak as a representative of the AFL, nor give the impression that the views you express are those of the AFL;
- think that linking to, linking, forwarding or referencing posts, articles, blogs, images, videos, views or opinions of other waives or abrogates any of your obligations under this policy;
- use your AFL email address or AFL logos/insignia that may give the impression of official support or endorsement of your personal comment; and
- use the identity or likeness of another employee, contractor or other member of the AFL.

## **8. Official AFL Spokesperson**

To ensure a consistent and controlled approach, only a limited number of AFL employees are authorised to speak to the media on behalf of the AFL. This also applies to representing the AFL on social media.

Before engaging in social media as a representative of the AFL, you must be formally authorised to comment the CEO and Corporate Affairs Manager.



## **9. Personal use of social media**

The AFL recognises that you may use Social Media in your personal life. This policy does not intend to discourage nor unduly limit your personal expression or online activities.

However, you should recognise the potential for damage to be caused (either directly or indirectly) to the AFL in certain circumstances via your personal use of social media. Accordingly, you should comply with this policy at all times to ensure that the risk of such damage is minimised.

## **10. Reporting inappropriate media related content**

If you notice inappropriate or unlawful content online relating to the AFL, or any content that may otherwise have been published in breach of this policy, you should report the circumstances to the Human Resources Department.

If you notice any material on social media that may lead to a media issue or may require an AFL response, you should notify the AFL's Corporate Affairs Department as soon as possible.

If you require clarification about any aspect of this policy and how it applies to your own circumstances, please contact your manager, the Human Resources Department or the Corporate Affairs Department.