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All members, office bearers, players, employees, coaches and managers

This policy contains important information that affects the processes our members use.

Social Media

1.1 Subject	Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based club, MPFC recognises the benefits of social media as an important tool of engagement and enrichment for its members.
1.2 Purpose	This policy aims to provide some guiding principles to follow when using social media.
1.3 Principle	It is important that MPFC's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the club. When someone clearly identifies their association with MPFC, and/or discusses their involvement in the club in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with MPFC's stated values and policies.
1.4 Application and scope	This policy applies to MPFC members, volunteers or any individual representing themselves or passing themselves off as being a member of MPFC. This policy does not apply to the personal use of social media platforms by MPFC players, members or volunteers where no reference is made to the MPFC or related issues. This policy covers all forms of social media. Social media includes, but is not limited to, such activities as: o maintaining a profile page on social or business networking sites (such as o LinkedIn, Facebook or Twitter); o content sharing include Flicker (photo sharing) and YouTube (video sharing); o commenting on blogs for personal or business reasons; o leaving product or service reviews on retailer sites, or customer review sites; o taking part in online votes and polls; o taking part in conversations on public and private web forums (message boards); or o editing a Wikipedia page. The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors or MPFC as an organisation.

1.5 Using social media	The web is not anonymous. MPFC members and volunteers should assume that everything they write could be traced back to them. The boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional or personal capacity and what they do, think or say in their capacity as a member or volunteer for MPFC. MPFC considers all members of MPFC are its representatives. Honesty is always the best policy, especially online. It is important that MPFC members think of the web as a permanent record of online actions and opinions. When using the Internet for professional or personal pursuits, all members must respect the MPFC brand and follow the guidelines in place to ensure MPFC's intellectual property or its relationships with sponsors and stakeholders is not compromised, or the club is brought into disrepute. For MPFC members and volunteers using social media, such use: o must not contain, or link to, libelous, defamatory or harassing content. This also applies to the use of illustrations or nicknames; o must not comment on, or publish, information that is confidential or in any way sensitive to MPFC, its affiliates, partners or sponsors; and o must not bring the club or football generally into disrepute. Furthermore, MPFC members and volunteers may not use the MPFC brand to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of MPFC.
1.6 Branding and intellectual property	It is important that any trademarks belonging to MPFC are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean "happening in subordinate conjunction with something else."). Trademarks include: o MPFC logo; and o images depicting MPFC members, volunteers, and/or equipment, except with the permission of those individuals.
1.7 MPFC blogs, social pages and online forums	When creating a new website, social networking page or forum for club member use, care should be taken to ensure that the MPFC Management Committee has given consent to create the page or forum. Similarly, appropriate permissions must be obtained for the use of logos or images. For official MPFC blogs, social pages and online forums: o posts must not contain, nor link to, pornographic or indecent content; o some hosted sites may sell the right to advertise on their sites through 'pop up' content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the 'pop up' content cannot be controlled; o MPFC members must not use MPFC online pages to promote personal projects; and o all materials published or used must respect the copyright of third parties.
1.8 Consideration towards others when using all social networking	Social networking sites allow photographs, videos and comments to be shared with thousands of other users. MPFC members and volunteers must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private MPFC event will not appear publicly on the Internet. In certain situations, MPFC members or volunteers could potentially breach the privacy act or inadvertently make MPFC liable

sites	for breach of copyright. MPFC members or volunteers should be considerate to others in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so. Under no circumstance should offensive comments be made about MPFC members or volunteers online.
1.9 Breach of Policy	MPFC continually monitors online activity in relation to the club and its members. If detected, a breach of this policy may result in disciplinary action from MPFC. A breach of this policy may also amount to breaches of other MPFC policies. This may involve a verbal or written warning or in serious cases, termination of your engagement with MPFC. MPFC members may be disciplined in accordance with MPFC disciplinary regulations.
1.10 Consultation and advice	This policy has been developed to provide guidance for MPFC members and volunteers in a new area of social interaction. MPFC members or volunteers who are unsure of their rights, liabilities or actions online and seek clarification, should contact the MPFC Member Protection Officer