The Royal York Football Club recognizes the importance of social media as a tool for engaging its supporter base. This policy is designed to protect the interests and reputation of the RYFC and its stakeholders by ensuring directors, administrators, staff and players are equipped with the requisite knowledge and skills to appropriately use social media.

The Royal York Football Club Media Policy includes, but is not limited to, the use of Facebook, Instagram, blogs, websites and any other public online forum. This policy applies to full time staff, part time staff, casual staff, directors, contractors and volunteers. The Club is not seeking to restrict your use of social media but to create clear lines between private and Club material and set guidelines where material relates to the Club.

General Guidelines

- Only authorized personnel may speak on behalf of the Royal York Football Club. These persons include the Club Owners and, in limited occasions, the Technical Directors and the Front Office Manager through the expressed permission of the Club Owners. Staff that wish to express or transmit Club material need to seek approval through the Chief Management Office (CMO).

- Those who wish to express any reference in relation to the Royal York Football Club must also have their social media accounts authorized by the club's CMO.

- The use of Royal York Football Club E-Mail accounts shall be used for the dissemination of information between paid staff (full-time, part-time or contracted) and others within the organization. There shall be no use of RYFC E-Mail for personal use.

Specific guidelines for authorized users

- Club Information must be released through the Royal York Football Club's official Club social media accounts before others can publish such information through their individual accounts.

- Social Media should not be used for the posting or exchanging information that has the potential to embarrass or bring the Royal York Football Club or its related parties into disrepute.

- Social Media should not be used for communicating confidential or competitively/commercially sensitive information without express permission of the Royal York Football Club.

- Social Media should not be used for the posting of photos of Royal York Football Club events or individuals (including stakeholders) without the permission of the Royal York Football Club.

- When using social media and where possible, identify yourself and state that any opinions are yours and do not represent those of the Royal York Football Club.

- The Club has the right to access any data lists you accumulate whilst working at the Royal York Football Club.

General Advice

- Use common sense and good judgment - your statements could have an impact on you and the Royal York Football Club's reputation.

- If you would not say something to a member of the media, do not publish it on any form of social media.

- You are accountable for your actions and what you communicate via social media.

- Directors, administrators and technical department staff and coaches who are unsure whether or not they are authorized to publish opinions or views of the Royal York Football Club should contact the Front Office Manager.

Note:

- The policy will be updated and reviewed regularly as new technology and platforms emerge.

- As part of the induction process, staff can request assistance in setting up social media so that appropriate levels of privacy are activated.

Players, Coaches and Staff with the Royal York Football Club

The use of social media to engage in improper conduct is expressly prohibited by RYFC. Any language deemed to be inappropriate which may include but is not limited to: harassment, explicit or threatening language, sexual, racial or ethnic slurs or any type of cyber bullying directed at another player, coach, manager or parent is expressly prohibited by RYFC. The Club has a zero tolerance for any infractions of this policy and actions seen to violate this policy shall be vigorously enforced. Should a specific incident occur, the Club will take specific corrective actions which may include a: verbal/written warning, suspension or expulsion from Royal York Football Club.

Personal Communication Devices

Royal York Football Club asks that players and coaches to refrain from utilizing personal communications devices within dressing rooms used by Royal York Football Club. The Club also asks that players, coaches and staff refrain from the use of personal communication devices while driving and ask that hands free devices be utilized while in your car or simply pull over to complete any calls which may be required.

Noncompliance

Royal York Football Club will continue to monitor the use of its information technology system to ensure compliance with this policy. Employees who fail to comply with this policy may be the subject of disciplinary action including termination of employment.

It is the expectation of RYFC that employees, contractors and staff will promptly advise the management of any facts or circumstances which may suggest a breach of the policy. This may include taking prompt action to remove the offending material if possible.