



# SOCIAL MEDIA POLICY

This purpose of this policy is to outline minimum standards regarding social media use and participation for all members of the Melbourne Swans.

Social media includes, but is not limited to: Facebook, Twitter, Instagram, LinkedIn, TikTok, YouTube, Pinterest, blogs and forums.

The following guidelines should be followed by all members of Melbourne Swans in relation to social media networks and participation within the online social media community:

- When participating in social media networks online or otherwise, members of the Melbourne Swans should ensure that personal comments do not bring the Melbourne Swans or any of its members into disrepute.
- It is unacceptable to disparage the Melbourne Swans or its members when participating in social media networks.
- When participating in social media networks online or otherwise, members of the Melbourne Swans should not imply that any personal comments are endorsed in any way by the Melbourne Swans.
- When participating in social media networks online, members must not disclose confidential information belonging to the Melbourne Swans.
- Members of the Melbourne Swans should not participate in social media networks in such a way that harasses, discriminates or treats unfairly or inappropriately any other member of the Melbourne Swans.

Any breach of this policy may result in disciplinary action, up to and including termination of membership.

