

PEEL AFL MASTERS / AFLMWA - SOCIAL MEDIA POLICY

Any player or official who is found to have engaged in, or is suspected of engaging in the unacceptable use of Facebook, Twitter, YouTube or any other social networking site, including blogs, regarding AFLMWA in any way, may be dealt with by PEEL AFL MASTERS / AFLMWA Board/s as it deems fit, notwithstanding the behaviour did not occur on the playing field.

A breach of this policy may result in disciplinary action, up to and including deregistration of player/s. Individuals should also be aware that any breach of this policy may also be subject to or result in civil and/or criminal proceedings.

Without limiting the operation of this by-law, unacceptable use may involve the player or official:

- Criticising umpires, players or any other person involved in AFLMWA
- Engaging in bullying behaviour including but not limited to name-calling or making
- Condescending, offensive (including racist or sexist) or abusive remarks about any person
- Use of PEEL AFL MASTERS / AFLMWA Logos without approval of the PEEL AFL MASTERS / AFLMWA Board/s.
- Damaging the reputation of PEEL AFL MASTERS / AFLMWA, the PEEL AFL MASTERS / AFLMWA Board/s, sponsors or the relationship between PEEL AFL MASTERS / AFLMWA and its stakeholders
- Disclosing confidential or privileged information about PEEL AFL MASTERS / AFLMWA, the PEEL AFL MASTERS / AFLMWA Board/s or stakeholders; or
- Engaging in any other behaviour which PEEL AFL MASTERS / AFLMWA reasonably determines, in its absolute discretion, to have breached this policy.

It is not relevant that the player or official making the remarks was not aware that the content could or would be made publicly available.

All players and officials are personally responsible for their actions and words when using social media. Players and officials should be aware that they may be identified by other users as being associated with PEEL AFL MASTERS / AFLMWA when participating in social media for personal use, even if they haven't explicitly identified themselves as being so. Individuals should not rely on a site's security settings as being a guarantee of privacy as information may be shared and reposted in less secure settings.

When using social media, individuals may notice inappropriate content relating to PEEL AFL MASTERS / AFLMWA. The PEEL AFL MASTERS / AFLMWA Board/s would like to be alerted to inappropriate content to enable it to correct misinformation or provide further information or relevant context where appropriate. PEEL AFL MASTERS / AFLMWA participants should also be aware that the use of email can be broadcast to social media channels and in some case, this policy will extend to email use.

Behaviour is so important because everyone has the:

- Responsibility to act ethically
- You are the representatives of AFLMWA and our football community
- You are role models for new and prospective members.