



GUFC EMAIL AND SOCIAL MEDIA POLICY

As of 20 November 2020

EMAIL

RESPONSIBILITIES OF GUFC VOLUNTEERS

As with any organisation, we expect that the people who volunteer at GUFC (in any capacity) show a positive style of communication to act as role models for the broader GUFC community. It is our responsibility to represent the Club in its best light, honour our brand and adhere to the GUFC Code of Conduct, mission and values in all forums, including social media and email communication. This must be kept in mind when commenting or posting on GUFC social media content.

CLUB EMAIL ADDRESSES

Key GUFC volunteers have GUFC email addresses for official GUFC use only. All email contact which is of an official GUFC business nature must come from an email address ending with [.gufc.org.au](mailto:gufc.org.au). Correspondence coming from a personal email address will not be considered "official GUFC business" (unless it is HR in nature).

We ensure that only GUFC official email addresses are displayed on our website page, unless a volunteer authorises use of their personal email address and approves its publication.

Anyone found using their GUFC email address to promote products or services outside of our core business, not pertaining to our sponsors/partnerships or for personal financial gain will be notified of the infringement and further action may be taken.

BRANDING

GUFC players, coaches and volunteers are representing our brand when they wear the GUFC kit, wear our coach/exec uniforms or attend functions as a GUFC representative. Any social media dealings displaying the GUFC uniform or as a GUFC representative should honour the GUFC Code of Conduct, mission and values.

To use the GUFC logo on social media, websites and other publications, please submit a request to content@gufc.org.au outlining why you wish to use the logo, where and when.

SOCIAL MEDIA

OFFICIAL GUFC SOCIAL MEDIA ACCOUNTS

GUFC public social media accounts are managed by the Head of Corporate Affairs to ensure a standard GUFC tone, approved content and GUFC branding.

GUFC's official communication platforms include:

Primary Sources of Information	Website	gufc.org.au
	Newsletter	Gungahlin United Football Club Newsletter sent via contact@gufc.org.au
Supporting Sources of Information	Facebook	@GungahlinUnitedFC
Community Engagement Platforms	Twitter	@GUFC1997
	Instagram	@gungahlin_united
	YouTube	Gungahlin United Football Club (GUTV)

UNOFFICIAL ACCOUNTS

While GUFC encourages members of its community to engage with others online about the Club, its teams and brand in a positive manner, GUFC takes a proactive approach to managing information relating to the Club and sources of truth. Any social media account using GUFC's logo and/or focused on one of its Streams or Teams other than the official accounts listed at the beginning of this Strategy are not officially supported by GUFC. Unofficial accounts must be monitored to avoid the spread of misinformation, false information or inappropriate content that may harm GUFC's reputation.

GUFC Coaches and Managers can establish online communities for training and support purposes, but the Club has some guidelines for 'unofficial' accounts and communities to ensure the safety of our Club and community.

What Users Can Do:

- A social media account (public or private, group or page) can be established about a specific GUFC Team (not an entire Stream such as NPL1, NPLW, NPLY, Community, etc.) to share content with members of that team, their family and friends.
 - The Club recommends users make unofficial accounts 'private' as minors may feature in content.



- Tag the Club's official accounts in content so it can be shared on the Club's official channels.
- Share content from GUFC's official accounts but must credit the Club or clearly indicate GUFC as the original source of information (if the Club is). 'Sharing' a post is adequate in this regard as the post will include the original author (GUFC).
- Use the GUFC logo as a part of an image for the account's display photo (but must not feature the Club logo), i.e., an image of a GUFC team with the Club logo in the corner of the image can be used.

What Users Cannot Do:

- Use words such as "official", "real", "authentic" or other associated terms stating or implying the account is an official GUFC channel managed by the Club.
- Impersonate GUFC online or its volunteers.
 - This includes sharing important club-related information and implying the non-official account is the source of truth.
 - Copy content (text and visual and audio material) from GUFC's official accounts for use on the non-official account without crediting GUFC as the author.
- Use the GUFC logo as a display picture or in content.
 - The GUFC logo can be used in part of the image but must not feature in the image. Only GUFC's official social media accounts feature the Club logo.
 - If an unofficial account uses the Club logo as its display photo or unreasonably in content, GUFC may contact the account for removal of offending content. If the content is not removed and/or the account continues to publish/use the GUFC logo, the Communications Team may report the account to the managing social media platform and the account may be removed.

COMMUNITY GUIDELINES AND VIOLATIONS

Comments, content or communication that violates G UFC's Code of Conduct and/or Club Values or deemed harmful to G UFC and its brand may be removed by a member of the Communications Team or G UFC Executive.

Repeat offenders to the G UFC Community Guidelines may result in users being banned from G UFC accounts to protect the integrity of the Club.

Any G UFC volunteer who engages in negativity about G UFC publicly on social media may be asked to step down (discontent should be handled via the appropriate channels).

G UFC has the right to remove content posted to any of our official pages if it is deemed to have violated the Community Guidelines.

- Violations of Guidelines will be determined by the Director or Corporate Affairs and/or Head of Content. If a volunteer or member of the community sees something they think may violate those guidelines, please flag it with the Director of Corporate Affairs or Head of Content as soon as possible for action (content@gufc.org.au).

Community Guidelines:

G UFC is committed to creating safe, inclusive spaces for members of our community to connect with the Club, its players, competitions and sponsors. G UFC will therefore remove any content and comments that:

- Contain profane, defamatory, offensive or violent language;
- Are an attempt to troll either the Page or other users;
- Harass, threaten or abuse an individual or group;
- Contain hateful or discriminatory language regarding race, ethnicity, religion, gender, disability, sexual orientation or political beliefs;
- Contain sexually explicit content or sexualise minors;
- Refer to illegal activity;
- Are spam, link baiting or viruses;
- Promotes misinformation or deliberately misleading information;
- Relate to confidential or proprietary business information; or
- Are promotions for personal gain.



The GUFC Communications Team will hide or delete comments that violate the Club's Community Guidelines as soon as practicable.

The Director of Corporate Affairs will decide to Report or Block users if trolling, abuse or other serious violations of the Community Guidelines becomes incessant or damaging.

SOCIAL MEDIA DIRECT MESSAGING

Direct messaging (DM) is a way for the community to connect with the GUFC Executive and Communications Manager quickly and is welcomed. While DMs will be addresses as quickly as possible, emails are given top priority for a more professional approach, the ability to track communication and for filing purposes.

Please review our website for the answer to your question(s) before sending an email so our volunteers' inboxes are not overwhelmed.

SOCIAL MEDIA IN GUFC'S COMMUNICATIONS STRATEGY

Social media is a way for GUFC to connect with the community, advertise the Club, share good news stories and helps share information quickly. Our communication strategy is a three-pronged approach: GUFC Website, regular email communication (i.e., newsletters) and social media (Facebook, Twitter, Instagram and GUTV). The website is the first source of truth and is updated regularly to ensure information is current and relevant. We ask the community to notify us quickly if there is something out of date or information on the website contradicts our other forms of communication.

Emails are given the highest level of priority when contacting GUFC. We put these ahead of social media direct messaging. Our main email is contact@gufc.org.au which is monitored daily. If anyone in the GUFC community emails that address and doesn't hear back within 48 hours, we ask them to forward the email again to sit at the top of the queue.

GUFC highly encourages our community to engage online about the Club, its competitions and brand. Users that tag official GUFC social media accounts may be featured, so don't forget to tag us in your gameday photos.

CONTRIBUTE TO OUR CHANNELS

You can email your content ideas, team updates and stories, photos and more to content@gufc.org.au and we may share it with our community!



JOIN THE TEAM

GUFC relies on volunteers and is always looking for new ways to engage our community. If you're interested in joining the Communications Team in some capacity, please submit your expression of interest to content@gufc.org.au and one of our volunteers will be in touch.

