

SOCIAL MEDIA POLICY



1.0 KEY POLICY

Melbourne Victory Limited (**Melbourne Victory, Victory, Club**) recognises that social media is an important part of our lives and a vulnerable way to connect and interact with others, including the MVFC community. Social media spheres can be tricky to navigate, particularly where it intersects with your work and personal life. Whenever your use of social media relates to or reflects on your capacity to perform your role at MVFC and/or whenever your use of social media could impact on MVFC, its business interests (including its members, partners, sponsors, suppliers and community) and/or your colleagues, its use should respectfully and appropriately reflect our company values.

2.0 SCOPE

This policy is applicable to all Melbourne Victory employees and workers (whether employed or engaged on a full- time, part-time, fixed-term, casual, contracting or voluntary basis), and includes the Club's playing group. This policy extends to include Contractors and / or Sub-contractors to MVFC, performing duties for or on behalf of the Club whilst in the course of performing such duties.

3.0 OPERATING PROCEDURES

In relation to your use of social media, you may have obligations to MVFC that arise:

- in and outside of working hours
- when you are acting in an official and unofficial capacity
- even when posting material anonymously, or using an 'alias' or pseudonym

This Policy sets out requirements of MVFC employees for the appropriate use of social media where it may have implications for MVFC' business, or where the relevant content was captured or materialized during the course of your employment or engagement.

4.0 DEFINITION OF SOCIAL MEDIA

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

It includes, but is not limited to, channels such as:

- Social networking sites e.g.: Facebook and LinkedIn;
- Video and photo sharing websites e.g.: Pinterest, YouTube, Instagram, Snapchat and TikTok;
- Micro-blogging sites e.g.: Twitter;
- Personal or professional blogs;
- Online forums and discussion boards e.g.: Whirlpool, Google Groups;
- Online encyclopedias e.g.: Wikipedia;
- Podcasting;
- Online multiplayer gaming platforms e.g.: World of Warcraft;
- Instant messaging (such as SMS and other forms of messaging); and
- Any other web sites or apps that allow individual users or companies to post comments or content online for viewing by the public (or subcategories of the public).

The list above is not exhaustive and covers new and emerging technologies, services, channels and platforms, however described, as and when they arise.

5.0 GENERAL GUIDELINES

MVFC is committed to creating a safe and welcoming workplace free from all forms of discrimination, harassment, and bullying. We seek to treat each other with respect and dignity and want to ensure that the work environment is a positive one for everyone. These traits extend to our personal and professional use of social media.

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Social media use by those associated with MVFC, including all those to whom this policy applies, which is inconsistent with this commitment may cause damage to MVFC's reputation and bring it into disrepute. MVFC accordingly expects that all individuals to whom this policy applies will use social media consistently with its values and commitment to respect, diversity and inclusion and requires all those to whom this policy applies to demonstrate respect to others regardless of their motivation or personal belief.

The principles that guide our everyday interactions with our colleagues, partners and community also apply to how we use social media. Some people are highly active on social media and post photos and comments regularly. Others prefer to be more discreet when it comes to their online presence.

At MVFC, we respect individual preferences when posting content that may refer to, or feature, work colleagues. Any personal information or material, including photographs taken at a private MVFC event, in the MVFC workplace or wearing MVFC Merchandise (including club suit), must only be posted with the express consent of those connected to the content, and the Club.

The open nature of social-networking sites also creates the possibility for third parties to collect sensitive personal and professional information about MVFC and/or its team members and to use or misuse this information and/or form assumptions based on it. Everyone is expected to be mindful of the information that they disclose on social networking sites about the MVFC business and your colleagues to ensure appropriate levels of personal and professional confidentiality are always maintained. As a rule, if in doubt about anything, please refer to your manager.

MVFC's Bullying, Harassment & Discrimination policies apply to an employee's online activity. Employees that engage in online behaviour in breach of that policy (even if using their own device or engaging in the conduct outside of working hours) may be subject to disciplinary action, up to and including the termination of their employment.

6.0 PERSONAL USE OF SOCIAL MEDIA

You are personally responsible for the content that you publish on any form of social media. At all times you should ensure that any content you publish on social media adheres to MVFC's Bullying, Harassment & Discrimination policies.

If your profile on any social media channels identifies you as an employee of MVFC either directly or indirectly, you should:

- only disclose and discuss publicly available information;
- expressly state on all postings that you are stating your own opinion and not that of MVFC;
- be polite and respectful in your comments and postings;
- not engage in breaches of copyright, privacy, defamation, discrimination, harassment and any other laws; or
- not imply or give the impression that you are speaking on behalf of MVFC.

In using social media, you must not:

- use any MVFC email address, logos or insignia, as this may give the impression that any views you express are endorsed by or belong to MVFC;
- feature in MVFC merchandise, unless expressly connected to by the Club;
- misrepresent a personal view as that of MVFC;
- post material that might be construed as stalking, threatening, harassing, bullying or discriminatory towards others;
- post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, breaches a court order or is otherwise unlawful;
- post anything that is disparaging or critical of MVFC, our employees, corporate partners, broadcast partners, sponsors, customers or fans or which could otherwise potentially damage MVFC's reputation;
- use or disclose confidential information obtained during your employment with MVFC, including but

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not limited to information or material prior to any official launch or announcement authorised MVFC representative;

- comment on any posts of others (in a way that may be inconsistent with, or reflective of MVFC's position as a business
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6.1 PROFESSIONAL USE

MVFC may authorise certain people to make comments on its behalf on social media sites. Employees who are authorised to comment/post on behalf of MVFC must, in addition to the responsibilities set out in this policy, comply with our Social Media Guidelines.

6.2 USE OF SOCIAL MEDIA IN THE WORKPLACE

When accessing social media using MVFC resources, you must do so in accordance with our Electronic Communications Policy, which requires you to reasonably use these resources in a manner that does not interfere with your work and is not inappropriate nor excessive.

Examples of reasonable use include:

- Re-posting content from MVFC social media accounts on your own Facebook or Twitter accounts;
- Browsing or updating your social media accounts for fun or personal interest during a break;
- Posting updates or photos (with consent) from a work conference you are attending.

Examples of unreasonable use include:

- Accessing or posting any material that is fraudulent, harassing, threatening, bullying, embarrassing, sexually explicit, profane, obscene, racist, sexist, intimidating, defamatory or otherwise inappropriate or unlawful;
- Using MVFC internet or other resources to provide comments to social media sites other than in the course of official duties;
- Spending an inappropriate amount of time during work hours using social media for purposes not related to your employment.
- Commenting on any posts of others (in a way that may be inconsistent with, or reflective of MVFC's position as a business a that matter.

6.3 SOCIAL MEDIA USE BY PLAYERS

Social media can be a valuable channel for players to build their personal brand, share their journey through stories and highlight important causes. The diversity of platforms and content players can share on social media can help build a strong connection with supporters and help promote our sport.

However, there are several disadvantages to using social media - both as a person and professional footballer. Posting offensive or inappropriate content can bring your club or the game of football into disrepute, damage your reputation and result in fines, suspension or dismissal. Players must also comply with this policy in totality, as employees of the Club.

Ensure you use proper complaints procedures or channels for genuine concerns instead of commenting on disputes and grievances publicly and avoid commenting on internal meetings and events (such as team selection and injuries).

7.0 CONSEQUENCES FOR BREACH

If an employee, player, volunteer or contractor's use of social media is in breach of this policy, they may be subject to disciplinary action, up to including termination of employment, dependent on the nature of the breach.

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8.0 FURTHER INFORMATION

It is the responsibility of every employee to seek further clarification on the use of social media before acting. Please refer any questions, or further information required about this policy to your manager. If you have any queries about this Policy, please feel free to contact our People & Culture Manager via hr@mvfc.com.au. Please also refer to our [Social Media Guidelines](#).