



# Social Media Guidelines

Social media has become a part of everyday life.

From keeping in touch with friends and family via personal accounts to using social media for business purposes. As such, it is only natural that personal and professional social media use is likely to cross paths from time to time. Here are a few guidelines to help navigate this.

## Be sensible

You already use common sense in your day to day work. This is about making sure you are responsible with your social media use.

- Do not speak on behalf of Melbourne Victory – Leave that to our spokespeople – they are trained to deal with difficult conversations and represent Melbourne Victory across all media channels.
- Do not disclose confidential, sensitive, or non-public information – This can be damaging to our brand and have dire impacts.
- Respect people's privacy – Don't disclose any personal information about colleagues, suppliers, partners or players.
- Do not post photographs of colleagues or MVFC players on your social channels unless permitted by these guidelines.
- Never copy or pass off other people's work as your own.
- Do not make defamatory or offensive comments or use obscenities.





## Be transparent, considered and caring

You're welcome to like, share or comment on Melbourne Victory posts (or things that mention Melbourne Victory), but remember to always consider the impact on other people, yourself and the Melbourne Victory brand.

- Be upfront about your employment at Melbourne Victory – That way, there is no confusing your intentions.
- Be clear that your opinions do not represent Melbourne Victory's.
- Double check your facts and be prepared for scrutiny - A statement on social media is a public statement and you may be asked to back it up.
- Respect the opinions of others and don't get involved in arguments – social media removes the tone, inflection and gestures that would normally help stop debates descending into heated and emotional confrontations – so it's best to just avoid arguments online.

- Be sensible, and respectful of our brand. Comments on social media can be seen by everyone, shared, and permanently stored – so being self-aware and courteous is vital.

These guidelines have been developed in accordance with our Social Media Policy and Code of Conduct. It is important that you are aware of these guidelines as they apply to all social media channels and all Melbourne Victory employees and players (including contractors and casual staff). Not following the guidelines could lead to disciplinary actions.

We'd love for you to follow us on our social media platforms. It's where we share information about the club, players and discuss trends and insights on the leagues and keep our fanbase and members engaged and involved.

## Follow us

@gomvfc  Twitter  Facebook  LinkedIn  Instagram  YouTube

