



WILLIAMS LANDING FOOTBALL CLUB

SOCIAL MEDIA POLICY

Updated: January 2026

1. Purpose and Scope

Williams Landing Football Club (WLFC) recognises that social media is an integral part of modern communication and community building. This policy provides guidance for all club stakeholders on appropriate social media use and outlines our expectations for online behaviour.

1.1 Who This Policy Applies To

- **Players** (all ages and teams)
- **Coaches and team managers**
- **Committee members and volunteers**
- **Parents, guardians, and families**
- **Supporters and club partners**
- **Officials and match-day volunteers**

1.2 When This Policy Applies

This policy applies whenever social media use can be linked to WLFC or your involvement in club activities, including personal social media accounts, club official accounts, team-specific accounts or groups, and private messaging related to club matters.

2. Platforms Covered

This policy applies to all current and future social media platforms, including Facebook, Instagram, TikTok, YouTube, Twitter/X, LinkedIn, WhatsApp, Telegram, Signal, Discord, Snapchat, Threads, and any new platforms that emerge.



3. Positive Social Media Use

3.1 We Encourage

- Celebrating achievements: team wins, personal milestones, club successes
- Sharing experiences: training sessions, match day atmosphere, club events
- Building community: supporting teammates, welcoming new members
- Promoting football: encouraging participation, sharing club values

3.2 Best Practices

- Think before you post – consider how content reflects on you and WLFC
 - Use privacy settings – understand who can see your content
 - Engage respectfully – respond thoughtfully to comments and messages
 - Tag appropriately – only tag people with their permission
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4. Prohibited Behaviour

4.1 Discrimination and Harassment

Zero tolerance for content that is racist, sexist, or homophobic, discriminatory based on religion, culture, disability, or appearance, bullying or intimidating, or threatening or aggressive.

4.2 Inappropriate Content

- Defamatory statements about players, officials, clubs, or organisations
- False or misleading information about WLFC or football matters
- Confidential club information shared without authorisation
- Inappropriate images of club members, especially minors
- Profanity-laden rants directed at individuals or groups

4.3 Impersonation and Misrepresentation

- Do not impersonate club officials, players, or other individuals
- Do not falsely represent yourself as speaking for WLFC
- Do not use club logos or branding without permission



- Do not create fake accounts related to the club

4.4 Match Officials and Referees

- Criticism is permitted but must be respectful and constructive
 - Personal attacks on referees are prohibited
 - Persistent harassment of officials will not be tolerated
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5. Special Considerations

5.1 Minors and Child Safety

When posting about or interacting with players under 18:

- Obtain permission before posting photos or videos of other people's children
- Avoid identifying minors by full name in public posts
- No private messaging between adults and unrelated minors
- Report concerning behaviour to the Child Safety Officer: Elizabeth Vidos – secretary@williamslandingfc.com

5.2 Mental Health Awareness

- Be supportive of teammates experiencing difficulties
- Avoid pile-on situations where multiple people target one individual
- Recognise signs of cyberbullying or online harassment
- Seek help if social media interactions are affecting your wellbeing

5.3 Privacy and Consent

- Ask before tagging others in photos or posts
- Respect "no social media" requests from teammates or families
- Don't share private conversations or group chat content publicly
- Be mindful of background details in photos – addresses, school uniforms, etc.



6. Recording and Sharing Incidents

6.1 When Recording is Appropriate

- Safety is not compromised
- Actual misconduct is occurring – not potential future behaviour
- Evidence is needed for an official complaint

6.2 What Not to Record

- Do not follow individuals around waiting for incidents
- Do not bait people into inappropriate responses
- Do not record in change rooms or other private areas

6.3 After Recording

1. Do not post on social media immediately
2. Report to WLFC officials and Football Victoria
3. Provide footage to authorities if requested
4. Do not edit or manipulate evidence

7. Live Streaming and Real-Time Content

- Check permissions before live streaming matches
- Respect venue policies regarding recording and broadcasting
- Avoid commentary that could be considered defamatory
- Team talks and strategy sessions should remain private
- Change room content is never appropriate

8. Team and Group Accounts

8.1 Official Accounts

Official WLFC accounts must follow club branding guidelines, have designated administrators approved by the committee, maintain professional standards, and coordinate with the club's communications strategy.



8.2 Unofficial Team Accounts

Unofficial team or supporter accounts should clearly indicate they are not official club accounts, avoid using official club logos without permission, still follow this policy regarding appropriate behaviour, and coordinate with official accounts for major announcements.

9. Reporting and Consequences

9.1 Reporting Concerns

Report social media issues to:

- WLFC Committee: secretary@williamslandingfc.com
- Child Safety Officer: Elizabeth Vidos – secretary@williamslandingfc.com
- Football Victoria: discipline@ffv.org.au

When reporting, include screenshots or evidence of the content, context and background information, and the names of individuals involved.

9.2 Investigation Process

5. Initial assessment within 48 hours
6. Investigation if misconduct is suspected
7. Communication with all parties involved
8. Referral to Football Victoria if required
9. Follow-up to ensure resolution

9.3 Potential Consequences

- Warning and education
 - Requirement to remove content
 - Temporary suspension from club activities
 - Permanent ban from club involvement
 - Referral to Football Victoria for formal disciplinary action
 - Legal action in serious cases
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10. Crisis Management

10.1 Negative Publicity

- Do not engage in arguments online
- Report issues to club committee immediately
- Let designated spokespersons handle official responses
- Support each other as a club community

10.2 False Information

- Document the false claims
- Report to committee for official response
- Do not share or amplify false content, even to correct it
- Wait for official club response before commenting

11. Legal Considerations

Social media use is subject to Australian law, including the Online Safety Act 2021 (cyberbullying and harmful content provisions), defamation laws, the Privacy Act 1988, and the Criminal Code in relation to serious threats and harassment.

Users must also comply with the community guidelines, terms of service, and content policies of each platform, including age restrictions (13+ for most platforms).

12. Contact Information

12.1 Policy Questions

WLFC Committee: secretary@williamslandingfc.com

12.2 Incident Reporting

Immediate concerns: Contact a committee member directly

Child safety issues: Elizabeth Vidos – secretary@williamslandingfc.com

Serious misconduct: discipline@ffv.org.au



12.3 External Support

eSafety Commissioner: esafety.gov.au · Kids Helpline: 1800 55 1800 · Lifeline: 13 11 14

13. Acknowledgment

By participating in WLFC activities, all stakeholders acknowledge they have read, understood, and agree to comply with this Social Media Policy. This policy works alongside the WLFC Child Safety Policy, Photography and Video Policy, and Privacy Policy to create a safe, respectful environment for all community members.

“Our goal is to build a positive online community that reflects the values of respect, inclusion, and fair play that define Williams Landing Football Club.”

Document Control

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