

BLACKBURN FOOTBALL CLUB Inc.

Morton Park, Central Rd, Blackburn

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Premierships: 1910, 1922, 1930, 1933, 1935, 1941, 1950, 1952, 1959, 1977, 1980, 2002

ABN 74 611 970 358



Online Social Media Policy

The Blackburn Football Club recognises the importance of social media as a tool for engaging its supporter base. This policy is designed to protect the interests and reputation of the Blackburn Football Club, the EFL and its stakeholders by ensuring all committee members, football department staff, players, club members and volunteers are equipped with the requisite knowledge and skills to appropriately use social media.

The Blackburn Football Club Social Media Policy includes, but is not limited to, the use of WhatsApp, Twitter, Facebook, YouTube, blogs, websites and any other public online forum.

This policy applies to all committee members, football department staff, players, club members and volunteers.

The Club is not seeking to restrict your use of social media but to create clear lines between private and Club material and set guidelines where material relates to the Club.

General Guidelines

- Only authorised people may speak on behalf of the Blackburn Football Club. Persons that wish to express or transmit Club material need to seek approval through the Club's online media department.
- Those who wish to express any reference in relation to the Blackburn Football Club or any other EFL related issues must also have their social media accounts authorised by the club's online media department.

Specific guidelines for authorized users

- Club Information must be released through the Blackburn Football Club's official Club social media accounts before others can publish such information through their individual accounts.
- Social Media should not be used for the posting or exchanging information that has the potential to embarrass or bring the Blackburn Football Club or its related parties into disrepute.
- Social Media should not be used for communicating confidential or competitively/commercially sensitive information without express permission of the Blackburn Football Club.
- Social Media should not be used for the posting of photos of Blackburn Football Club events or individuals (including sponsors and/or stakeholders) without the permission of the Blackburn Football Club.
- When using social media and where possible, identify yourself and state that any opinions are yours and do not represent those of the Blackburn Football Club.

General Advice

- Use common sense and good judgment - your statements could have an impact on you and the Blackburn Football Club's reputation. **Remember that what you post or publish will become public information.**
- If you would not say something to a member and/or volunteer of the Blackburn Football Club, do not publish it on any form of social media.
- You are accountable for your actions and what you communicate via social media.
- Committee members, football department staff, players, club members and volunteers who are unsure whether or not they are authorised to publish opinions or views of the Blackburn Football Club should contact the Club's online media department.

Please Note

- *The policy will be updated and reviewed regularly as new technology and platforms emerge.*
- *As part of the induction process, staff can request assistance in setting up social media so that appropriate levels of privacy are activated.*

Non compliance

Blackburn Football Club will continue to monitor the use of its information technology system to ensure compliance with this policy.

It is the expectation of Blackburn Football Club that all committee members, football department staff, players, club members and volunteers will promptly advise the Club's online media department of any facts or circumstances which may suggest a breach of the policy. This may include taking prompt action to remove the offending material if possible.

Individual club members and volunteers should also be aware that the inappropriate or unlawful use of social media may expose the club member or volunteer to personal legal liability.

Blackburn Football Club will not be held liable for the acts and omissions of any club member or volunteer in breach of this policy. In circumstances where a club member or volunteer fail to comply with this policy, he or she may be asked to discontinue their association with Blackburn Football Club.

Thank you and regards,

Scott Harvey

President

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