

DRAFT SOCIAL MEDIA AND EMAIL POLICY FOR GUNGAHLIN UNITED FOOTBALL CLUB v0.3

GUFC Executive, Coaches, Referees, Managers and 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.

GUFC Email Addresses

Key GUFC volunteers have GUFC email addresses for use for official GUFC business. All email contact which is of an official GUFC business nature must come from an official [.gufc.org.au](mailto:gufc.org.au) email address. 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 emails are displayed on our website page.

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.

GUFC 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.

GUFC Social Media Pages

GUFC Social Media pages to be managed/overseen by the Communications Manager to ensure a standard GUFC tone, approved content and GUFC branding.

Inappropriate Comments

Any inappropriate comments, negative content or communication that goes against the Code of Conduct and GUFC Values may be removed by the Communications Manager and broader GUFC Executive if deemed harmful to our club and/or brand. If this behaviour continues, commenters may be banned from the page to protect the integrity of the club. Any GUFC volunteer who engages in negativity about GUFC publicly on social media may be asked to step down (discontent should be handled via the appropriate channels).

Social Media Direct Messaging

Direct messaging is a way for the community to connect with the GUFC Executive and Communications Manager quickly and is welcomed. While DMs will be addressed as quickly as

possible, emails are given top priority for a more professional approach, the ability to track communication and for filing purposes.

Social Media and Emails within the overall Communication process

Social media is a way for GUFC to connect with the community, advertise the club, share good news stories and helps to get information out quickly. Our communication is three pronged - GUFC Website, regular email communication 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.

Our Social Media is important to us and a great way to stay instant, relevant and engaging. Comments and direct messages on our social media are given second priority to emails simply due to the limited number of volunteers we have in the communications team.

