



# Media Policy

Mandurah City Football Club, 65-85 Mahogany Drive, Halls Head, WA. 6210

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Our media policy serves as a framework to delineate clear directives for interactions with the press, fans, and the broader community. This policy guarantees that all communications uphold consistency, transparency, and alignment with the club's core values and objectives. By upholding these standards, we endeavor to cultivate a favorable public perception, cultivate robust relationships with media collaborators, and furnish supporters with prompt and precise information. This media protocol transcends mere rules; it embodies a dedication to upholding the utmost standards of professionalism and integrity across all our engagements.

## **Coordination with Media Manager:**

- All discussions or considerations regarding social media posts or media inquiries (written, audio, or television) must be initiated with the Media Manager before conducting any interviews.

## **Posting on Social Media:**

- No individuals, unless approved by the Media Manager, will be allowed to post on the club's official Social Media pages. The social media Pages include, but are not limited to: The Official Club Website, The Official Facebook Page, The Club's X (Twitter) Feed, The Club's YouTube Channel, The Club's TikTok Page, and The Club's Podcast. The media manager has the authority to assign posting privileges to specific sites at any given time.

## **Posting Requests:**

- All committee requests for posting must be directed exclusively to the Media Manager. In the media manager's absence, another designated individual will handle media duties.

## **Third-Party Posting Requests:**

- Third-party posting requests should be sent to the Media Manager, providing detailed information about the content, along with a contact email address and/or telephone number. If no contact details are provided, the default option will be the secretary's email address.

## **Prohibition on Self-Posting:**

- Under no circumstances should any individual or team proceed with independent social media content on the club's official pages without adhering to the established communication channels. All discussions concerning social media posts must involve the Media Manager from the beginning of the process. However, individuals are allowed to post on their own personal pages that are not officially affiliated with the club.

## **Media Manager Communication:**

- The Media Manager will provide the committee members with advance notice of the content scheduled for the upcoming week. Sufficient timelines should be given to allow the Media Manager time to create and finalize the media posts. This proactive communication aims to ensure transparency and collaboration in our social media initiatives.



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## Positive Collaboration:

- We value the dedication and enthusiasm of every member connected to our club. This protocol is designed to empower us collectively, ensuring that our efforts contribute cohesively to the success of the club.

## Communication:

- Effective immediately, all members will be informed of who to contact for social media and media-related questions. Contact information will be available on the club's website.

## Emergency Situations:

- In emergency situations requiring immediate posting, communicate with the Media Manager. Define what constitutes an emergency and how it should be communicated.

## Training and Guidelines:

- Training sessions or guidelines will be provided to individuals with posting privileges to ensure alignment with the club's social media standards.

## Regular Updates:

- The social media policy will be reviewed and updated regularly to remain relevant to the evolving needs of the club.

## Policy review

This policy will be reviewed annually to ensure it remains relevant to Mandurah City's operations and reflects both community expectations and legal requirements.

	Name of Creator	Endorsed By	Updates
7 <sup>th</sup> September 2024	J Webb		Policy Created