



Corporate Social Media Strategy and Guidelines

Social Media Strategy

To manage and grow the Northern NSW Football (NNSWF) community, through the discovery of compelling and relevant opportunities and the production of multimedia rich content which engages users of all ages.

Guidelines

Section 1 - Administrators

i. Employees of Northern NSW Football are eligible to become administrators of the NNSWF Facebook page in accordance to the terms set out in Sections 2-5.

Section 2 - General

- i. Respect copyright laws and credit content appropriately
- ii. Respect the audience; do not use slanderous, profane, discriminatory, obscene, racist or sexist language
- iii. Maintain objectivity of NNSWF by posting unbiased content in relation to Member Clubs and Zones
- iv. Maintain accuracy by verifying the source of information prior to posting
- v. Perform spelling and grammar check prior to posting
- vi. Be aware that you are posting on behalf of NNSWF when on their page (unless default settings have been changed)

Section 3 - Posting Content

a. Results

i. Results of any NNSWF affiliated match, including scores and goal scorers only, may be posted at employee's discretion

b. Links

- i. Links to NNSWF web stories and pages may be posted at employee's discretion
- ii. Links to external webpages must be approved by the Marketing and Communications Department prior to posting
- iii. Links to other NNSWF Facebook pages may be posted at employee's discretion
- iv. Links to external Facebook pages must be approved by the Marketing and Communications Department prior to posting

c. Photographs

- i. Photographs and albums must be approved by the Marketing and Communications Department prior to posting
- ii. Album headings must be in the format of *Event Title* followed by *Date* eg. *Armidale Camp 9th-14th January 2011*. Note: Format changes may be applicable if title exceeds character limit
- iii. Photographs taken by someone other than any NNSWF employee must include a photo credit including the photographer's name in the 'caption' section in the format of *Source: Bob Smith*

d. Questions

- i. Questions may only be posted by the Marketing and Communications Department

e. Postponed/Rescheduled Fixtures and Change of Venues

- i. Postponed/rescheduled fixtures and changes of venues if
 - a. *During work hours* may only be posted by the Marketing and Communications Department and must be verified with Operations Department prior to posting
 - b. *On weekends* may only be posted by NBN State League Correspondent in conjunction with updates on the wet weather hotline

Section 4 - Monitoring Posts

a. Answering enquiries

- i. Posts may be answered by any employee
- ii. All user enquiries must be responded to within one business day unless;
 - a. The post contains slanderous, profane, discriminatory, obscene, racist or sexist language(see Section 4b)
 - b. The enquiry has been clarified by another user

b. Deleting user posts

- i. Posts which are suspected of containing material as referenced below must be approved for removal by the Marketing and Communications Department
- ii. User posts including those containing links may be deleted in the event that:
 - a. The post contains slanderous, profane, discriminatory, obscene, racist or sexist language
 - b. The post relates to a special competition or clinic not endorsed by NNSWF
 - c. The post is a link to a rival code's website or social media page
 - d. The post is a link to a sportswear supplier's website or social media page

- e. The post is in no way related to NNSWF news, competitions, players etc
- iii. Photographs and videos posted by users may be deleted if deemed inappropriate

c. Commenting on user posts

- i. General comments may be made on user posts by any employee providing the comment:
 - a. Is of a positive nature
 - b. Is unbiased and maintains the objectivity of NNSWF

d. Liking user posts

- i. Any employee may 'like' a user post providing the post:
 - a. Is of a positive nature
 - b. Is not biased towards any team, club or zone

Section 5 - Removal of Users

- i. In the event that three (3) posts published by one user have been removed as per Section 4b, employees reserve the right to remove and ban the user from the NNSWF Facebook.

Note: an employee must inform the Marketing and Communications department of any removal to ensure accurate records are kept.

- ii. In the event that a user post is deemed excessively offensive, an employee reserves the right to immediately remove and ban user from the NNSWF Facebook