



EDFL MEDIA POLICY - Suitable Use Guidelines

1. Interacting with mainstream media

- Response to media inquiries related to EDFL related issues

All Media inquiries regarding EDFL related issues must be referred to the EDFL.

Please take the details of the Media contact, the reason for the call (if notified) and indicate that they will be called back by the EDFL representative as soon as possible. Please provide these details to the relevant EDFL representative when you advise them of the Media inquiry.

All Media inquiries should be dealt with efficiently and courteously with due regard to the fact that the Media may be working to deadlines which require a prompt response.

- 'big picture' approach

It is important to recognise that in any dispute between EDFL clubs and parties that the nuances and differences between the clubs are rarely, if ever, relevant to mainstream media. While clubs in a dispute may be framed by the media as "perpetrator" and "victim" it is important to remember that being portrayed as a sympathetic victim is not necessarily of any benefit to the club. Negative media coverage affects the sport of football, and the perception of community football as a whole.

2. Use of club social media accounts

- Official vehicle of your club

The EDFL recommends using any social media platform the same way the club would put out an official press release or correspond with its members, junior parents or sponsors.

- Promotion of club events

The EDFL encourages clubs to use social media to promote any and all club social events, club sporting events and other club events.

- Other club promotional activities

The EDFL encourages clubs to use social media to promote club achievements, individual achievements, milestones, historical references or anything that may assist in promoting the club in a positive light or generating productive discussion between club members

- Banter

While the EDFL does not expressly forbid banter between club accounts, it is not something the league recommends. Many professional clubs with full-time staff operating their accounts have bought controversy and needless negative attention to their clubs with poorly executed humour.

At a community level, the capacity of misunderstanding and offence, and the lack of appropriate staffing of social media accounts, means the EDFL would recommend its clubs not engage in banter and instead 'play it straight'.

Breaches

Any person, group of people or club found to be in breach of the EDFL's media policy (as outlined in full in Section 10 of the EDFL's Media Policy) may be subject to penalties, including fines, suspensions de-registration, loss of competition points, expulsion from competition or any other penalty deemed suitable.