



Social Media Guidelines

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Introduction

Belmont City Football Club (The Club) recognises the important role of Social Media (such as Facebook, Instagram, etc) in engagement, promotion, and / or awareness of The Club's activities and in raising its profile in the wider community, and the benefits it could provide.

This brief document sets out The Clubs expectation and strategy related to use of Social Media and supplements the Football West (FW) Social Media Guidelines, a copy of which is included in Appendix B.

Any breach of the Club's Social Media Guidelines will be considered for further action by the Club Board.

General

The Club recognises the role of internet and social media as an efficient tool for communications and raising awareness about our club, our developments, special milestones, news, events and the positive aspects of the soccer season in general.

We encourage all our members to promote positive and respectful discussion about our club.

The club, and all its members, should:

1. Avoid use of inappropriate language.
2. Refrain from publishing comments about other clubs, players or referees and any controversial, political or potentially inflammatory subjects.
3. Avoid bullying, hostile or harassing communications in any posts or other online communications. Harassment is any offensive conduct based on a person's race, sex, gender identity, national origin, colour, disability, age sexual orientation, veteran status, marital status, religion or any other status.
4. Identify all copyrighted or borrowed material with citations and links. When publishing direct paraphrased quotes, thoughts, ideas, photos or videos, give credit to the original publisher or author.
5. Avoid posting inaccurate, accessory or negative comments about the club or anyone associated with the club
6. Not respond to the posts described in (5) and contact the Club Social Media Manager for guidance/advice.

The Club is committed to engaging with its members and wider community through Social Media. However, we expect all club members and associates to **Use Common Sense**:

1. Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so, or refrain from sharing the content to be on the safe side.
2. When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Belmont City Football Club – act responsibly.
3. You are responsible for your actions – always think about how your post will affect your team, teammates, team officials, the Club and the wider soccer community.

Social Media Strategy

The Club aims to improve and maximise its Social Media presence by growing its audience, which, in turn, will extend its reach to a greater number of people interested in Soccer in the community, whilst making it more attractive for potential sponsors for marketing purposes – all in line with the vision of the club to become more successful.

As of January 2025, the club owns and operates the following Social Media channels

1. Facebook
2. Instagram

Purpose

The Club intends to use its Social Media channels with the aim to:

1. Further promote our Club to increase our member base (and thus increase exposure to our sponsors);
2. Provide immediate information to players and members;
3. Communicate with players and members quickly and effectively;
4. Drive players and members to use the channels even more than they are currently used;
5. Further promote our sponsors;
6. Market club merchandise (if any);
7. Promote come-and-try days; and
8. Post photos and calendar events.

Responsibility

The responsibility for posting, moderating content and development and implementation of social media campaigns and strategies sits with the Club's **Social Media Manager**.

Where there are costs involved in running campaigns, sponsored posts and/or advertisements, those have to be endorsed by the Management Committee in line with agreed plans, and approved by the Club Treasurer.

Targets

The Club's targets for Social Media reach are outlined in Appendix A.

It is expected that all club members, including the players, officials and the Committee will provide their support to the Social Media Manager in achieving the Social Media targets.

Hashtags

The Social Media Manager is free to design and use appropriate hashtags to promote the club and its activities, in line with the Social Media Guidelines and the purposes highlighted in this document. Whilst use of creative hashtags is encouraged, the club's official hashtags include: #BelmonCityFC, #BelmontCityLions, #WeAreBelmontCity and #Sponsor'sName.

APPENDIX A – Social Media Targets

The below Social Media targets have been set for the next 3 years; these targets may be reviewed periodically in agreement with the Social Media Manager and the Club Board.

Platform	Current no. of followers (As of Jan 2025)	Dec 2025 Target	Dec 2026 Target	Dec 2027 Target
Facebook	986	1100	1250	1400
Instagram	273	350	500	800
Twitter	-	-	-	-

Number of Posts:

- A minimum of two posts every week on each platform in addition to sponsor commitments included in Sponsorship Packages.

APPENDIX B – Football West Social Media Guidelines

(Available on Football West website: www.footballwest.com.au)