COMMUNICATIONS & PUBLIC COMMENT USING OLYMPIC FC'S NAME POLICY

1. Purpose and Objectives

This policy aims to safeguard the reputation and standing of Olympic FC and assist and protect staff, players, coaches, volunteers, and parents by outlining their responsibilities when making public comment at times when they are or may reasonably be identified as being associated to Olympic FC.

2. Definitions, Terms, Acronyms

Media - Traditional and new media, including print, television, radio, social media and online forums (including but not limited to news sites, comment boards, social networking sites, blogs, podcasts and video channels). It includes news, comment, documentary, feature films, and books.
Staff – professional staff, committee members, coaches, players, and volunteers

3. Policy Scope/Coverage

This policy applies to all Olympic FC staff making public comment or media statements in any forum, including without limitation, websites, social media channels, letters to the editor in newspapers and media releases.

4. Policy Statement

This policy governs the association of personal and professional comment to the name, branding, logo or associated image of Olympic FC in the public arena. When making public comment staff must observe the Olympic FC Code of Conduct, act in a professional and ethical manner and must not harass, vilify, intimidate, or defame Olympic FC or its employees.

All requests for media access to Olympic FC Staff and facilities should be referred to the (the president / Delegate?) Such requests will only be approved if (the President/delegate?) is confident the access does not pose:

- a physical risk to media representatives or any members of the Olympic FC community.
- a legal, reputational, ethical or intellectual property risk to Olympic FC or any member of the Olympic FC community.
- a privacy risk to staff, parents, the wider community or property

Requests deemed to pose such risks should be escalated to the president before approval is granted.

5. Standards

5.1 Responsible use of Olympic FCs name

Football development and football as entertainment is what Olympic FC provides to the community. The highest quality standards should apply when making public comment, to protect the reputations of Olympic FC staff and parents and to uphold Olympic FCs good name and standing in the community.

5.1.1 Public comment

While making public comment within their areas of expertise, staff have a professional responsibility to uphold the outstanding reputation of Olympic FC. Information provided by staff should be accurate.

Staff, when making public comment, should do so respectfully and without causing injury to reputations or by defaming others. If staff have any concerns that material in the public domain may be the subject of, or have the potential to cause legal action, they should raise their concerns to the Olympic FC committee for discussion and possible legal review.

5.1.2 Online communications

Olympic FC supports the responsible exchange of opinion and debate that is fostered by use of the internet. Online contributions to correspondence and discussion including social media, may, in certain circumstances, be construed to be representative of Olympic FCs position and may enter the mainstream media. Staff must make clear whether their contribution is made on behalf of Olympic FC or in a personal capacity.

5.1.3 Use of Olympic FC letterhead

Olympic FC letterhead is reserved for correspondence on club affairs.

6. Relevant Expertise

The University supports engagement in the public arena made by those staff with the most appropriate expertise.

6.1 Authority to make statements on behalf of Olympic FC

Only the President should comment publicly on behalf of Olympic FC as a corporate entity, for example, on club, policies or operational issues. Coaches when speak with media outlets for normal game or season purposes (as example – pre game, post game, injury updates, media interviews)

If other staff comment to the media about Olympic FC as a corporate entity, they are considered to be offering personal opinions, which are not endorsed by Olympic FC. In circumstances where audiences might reasonably conclude a personal view is representative of Olympic FC, staff expressing personal opinions must clearly state that such opinions are their own and are not representative of the position or views of the club.

6.2 Public spokesperson in a crisis

In times of crisis Olympic FC will appoint one or more public spokespersons. The public spokesperson(s) will be briefed by the President or delegated committee member. If the

situation demands, alternate spokespersons may be appointed, for example, from the Police or Emergency Services.

6.3 Embargo on communications

Olympic FC staff must not communicate with members of the judiciary about current or pending litigation to which Olympic FC is a party.