 <p><b>FOOTBALL SOUTH AUSTRALIA</b></p>		<b>FOOTBALL SOUTH AUSTRALIA</b>	
		<b>Procedures and Policies</b>	
<b>Subject:</b>	<b>Social Media Policy</b>	<b>Date Implemented</b>	Nov 2014
<b>Review:</b>	<b>Biennially</b>	<b>Date Updated</b>	April 2021

## PURPOSE

Football South Australia recognises the benefits of social media as an important tool to engage with participants and supporters of football. Social Media sites such as Facebook, Instagram, Twitter, LinkedIn, YouTube, as well as forums and blogs can be very beneficial as communication tools to inform and promote the sport all, particularly major events, to a wide cross section of people, including players, club officials, spectators, the general public and the media.

Football South Australia supports the responsible use of social media and encourages clubs and affiliated associations to adopt electronic communication. In doing so, it is essential that the reputation of Football South Australia, clubs, affiliated associations and the sport is not affected by anyone misusing social media tools, particularly in relation to any content that might be discriminatory, defamatory, harassing and bullying or damage the reputation of Football South Australia and the sport.

This Policy, along with the Football Australia Member Protection Policy, aims to establish standards of appropriate behaviour in the use of electronic communication and to provide a safe, and respectful environment for all participants and stakeholders.

## SCOPE

This Policy applies to Football South Australia Board Directors, staff, registered participants (including players, coaches, volunteers, and referees), affiliated associations, or any individual that participates with or is involved with Football South Australia.

This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:

- Maintaining a profile page on social or business networking sites (such as Facebook, Twitter and LinkedIn):
- Content sharing including Instagram and Snapchat (photo sharing) and YouTube (Video Sharing):
- Making comment on public and private web forums (message boards);
- Establishing, maintaining or commenting on blogs for personal or business reasons; or
- Taking part in online votes and polls (even if anonymously).

The intent of this policy is to include anything posted online where information is shared that might impact on the Football South Australia, clubs, affiliated associations, participants and individuals and the sport of football.

## **GUIDING PRINCIPLES**

The web is not anonymous. When posting it should be assumed that the contents can be traced back to the person that has posted the content. When referring to this Policy, the persons bound by it should adhere to the following principles: Social Media should be considered as a public forum.

- Information posted on Social Media is public comment.
- Comments or contents should at no time be derogatory, discriminatory, abusive, bullying, threatening or defamatory.
- Comments or contents must not falsely misrepresent another person.
- Comments or contents must not violate the privacy of another person.
- Comments or contents must not infringe on intellectual property.
- When using social media always consider all stakeholders of football and the impact that a comment or content may have if posted.
- Registered participants, including players, team officials, volunteers and match officials and clubs and affiliated associations are bound by the Football Australia and Football South Australia Rules and Regulations, Codes of Conducts, and other relevant policies. These documents also make reference to the making of public statements/comment.

## **WRITTEN SOCIAL MEDIA**

Football South Australia classifies all written social media postings as public 'comment'. Consequently, all persons bound by this policy must not post a comment or respond to a comment that may be construed as derogatory, discriminatory, abusive, bullying, threatening or defamatory towards others. In addition, the posting must not harm the reputation of individual participants or Football South Australia including its sponsors and stakeholders or bring the game into disrepute.

## **PHOTOGRAPHS, VIDEO AND AUDIO**

Football South Australia also classifies all photographs, video and audio 'material' posted onto social media as public comment and accessible to the public. Any material that may be considered derogatory, discriminatory, abusive, bullying, threatening, defamatory or inappropriate towards persons bound by this policy must not be posted.

## **BRANDING AND INTELLECTUAL PROPERTY**

Any that any trademarks or intellectual property belonging to Football South Australia, a club or any Affiliated Association Member must not be used in personal social media applications, except where such use can be considered incidental – (*where incidental is taken to mean "happening in subordinate conjunction with something else"*).

## **BREACH OF POLICY**

Football South Australia does not actively monitor social media content of persons bound by this Policy. Football South Australia does, however, monitor online content which could impact on


Football South Australia, its clubs, affiliated associations, its sponsors and the sport in general. In addition, social media postings may be brought to the attention of Football South Australia by others.

If a breach of this policy is identified, Football South Australia may take action in accordance with the Football Australia and Football South Australia Competition Rules and Regulations, Codes of Conducts and other relevant policies. A breach of this policy may result in the implementation of one or more of the following sanctions:

1. Reprimand:
2. A fine:
3. Placement of the individual on a bond:
4. Suspension from participating in a match or matches:
5. Termination of registration:
6. Ban on taking part in any football related activity including as a spectator:
7. Termination of employment or volunteer position:
8. Such other disciplinary sanction as is appropriate in all circumstances, including as prescribed in the Football Australia Statutes.
9. In extreme circumstances where conduct poses risk to another person or property it will be reported to the police where necessary.

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**Signatures:**

Signed:  \_\_\_\_\_

Football South Australia President

Signed:  \_\_\_\_\_

Football South Australia CEO

*Next policy review date is:  
July 2023*