



**FFSA**

# **SOCIAL MEDIA POLICY**

**IMPLEMENTED AS OF 15 DECEMBER 2014**



## FOOTBALL FEDERATION SA SOCIAL MEDIA POLICY FINAL AS OF 15 DECEMBER 2014

### PURPOSE

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

The FFSA supports the responsible use of social media and encourages clubs and affiliated associations to adopt electronic communication in the promotion of the sport. In doing so it is essential that the reputation of FFSA, clubs, affiliated associations and the sport in general is not affected by anyone misusing social media tools, particularly in relation to any content that might be racist, defamatory or damage the reputation of the FFSA and the sport.

This Policy, along with the Football Federation Australia Member Protection Policy, aims to establish standards of appropriate behaviour and to provide a safe, respectful and appropriate sporting environment.

### SCOPE

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

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 LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- Content sharing including Flickr 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 FFSA, clubs, affiliated associations, participants and individuals and football in general.

### 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. When referring to this Policy, the persons bound by it should adhere to the following principles:



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- 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, racist, abusive, 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 FFA and FFSA 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

FFSA 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, racist, abusive, threatening or defamatory towards others. In addition, the posting must not harm the reputation of individual participants or the FFSA including its sponsors and stakeholders or bring the game into disrepute.

### PHOTOGRAPHS, VIDEO AND AUDIO

FFSA 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, racist, abusive, threatening, defamatory or inappropriate towards persons bound by this policy must not be posted.

### BRANDING AND INTELLECTUAL PROPERTY

It is important that any trademarks or intellectual property belonging to the FFSA, a club or any Affiliated Association Member are not 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

FFSA does not actively monitor social media content of persons bound by this Policy. FFSA does, however, monitor online content which could impact on FFSA, its clubs, affiliated associations, its sponsors and the sport in general. In addition, social media postings may be brought to the attention of the FFSA by others.

If a breach of this policy is identified, the FFSA may take action in accordance with the FFA and FFSA 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. Imposition of a fine;
3. Placement of the individual on a bond;
4. Suspension from participating in a Match or Matches;
5. Termination of registration or playing contract;
6. Ban on taking part in any football related activity;
7. Termination of employment or volunteer position
8. Such other disciplinary sanction as is appropriate in all circumstances, including as prescribed in the FFA Statutes.