



## 1. Objective

Abbotsford Juniors Football Club (AJFC) is committed to ensuring the Club provides a safe environment for all its members. The objective of this Social Media Policy ("Policy") is to inform and educate the AJFC community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. Specifically, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This Policy assists to establish a culture of openness, trust and integrity in all online activities related to AJFC.

The Policy outlines AJFC guidelines for its members and the wider AJFC community to engage in social media use. It also includes details of breaches of the Policy.

In circumstances where guidance about social media issues has not been provided for in this Policy, we suggest you use common sense or seek advice from the [AJFC Member Protection Information Officer](#).

## 2. Scope

The Policy applies to all persons who are involved with the activities of AJFC, whether they are in a paid or unpaid/voluntary capacity including:

- members, including life members of AJFC
- persons appointed or elected to the AJFC Executive Committee, AJFC committees and sub-committees
- employees and sub-contractors of AJFC
- Team coaches and managers
- players, parents/guardians, family members and supporters
- referees, umpires and other officials; and
- AJFC partner principals, employees and contractors

## 3. Social Media

Social media refers to any online application, software, tools and/or functionality that allow people to communicate and/or share content via the internet.

This Policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, X, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)



- Blogs and micro-blogging websites, apps and platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook, YouTube etc)
- Podcasts (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Teams, Snapchat, WhatsApp, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This Policy is applicable when using social media as:

1. An officially designated individual representing AJFC on social media; and
2. If you are posting content on social media in relation to AJFC that might affect AJFC's operation, services, members, events, sponsors, partners or reputation.

**IMPORTANT NOTE:** This Policy does not apply to the personal use of social media where it is not related to or there is no reference to AJFC or its operation as a Club, its members, competitions, teams, participants, services, events, sponsors, partners or reputation. However, any misuse by you of social media in a manner that does not directly refer to AJFC may still be regulated by other policies, rules or regulations of AJFC and those of Football Canterbury Association (Association), Football NSW (FNSW) and/or Football Australia (FA), (collectively the "Football Administrators").

#### **4. Official AJFC Social Media Use**

You must be authorised by the AJFC Executive Committee before engaging in social media as an official representative of AJFC.

As an authorised part of AJFC's community you are an extension of the AJFC brand. When acting as an official representative of AJFC, the boundaries between when you are representing yourself and when you are representing AJFC can often be blurred. It is important that you always represent both yourself and AJFC appropriately online.



## 5. Guidelines Official for Social Media Use

You must adhere to the following guidelines when using social media related to AJFC, its operation, members, competitions, teams, participants, services, events, sponsors, partners or reputation.

The following guidelines also apply when using social media related to the Football Administrators, their respective operations, members, competitions, teams, participants, services, products, events, sponsors, partners or reputation.

## 6. Use Common Sense

Whenever you are unsure as to whether 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.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for AJFC.

## 7. Protecting your Privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

## 8. Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. AJFC recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.



## **9. Use of Disclaimers**

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of AJFC) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble -- it may not have legal effect.

## **10. Reasonable Use**

If you are an employee of AJFC, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

## **11. Respect Confidentiality and Sensitivity**

When using social media, you must maintain the privacy of AJFC's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of AJFC.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by AJFC, it is perfectly acceptable to talk about AJFC and have a dialogue with the community, but it is not okay to publish confidential information of AJFC. Confidential information includes things such as details about litigation, unreleased product or service information and unpublished details about our Club.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

## **12. Publishing a Person's Identifiable Image**

You must obtain express permission from an individual to use a direct and clearly identifiable image of that person on social media. You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

## **13. Complying with Applicable Laws**

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

## **14. Abiding by Copyright Law**

It is critical that you comply with the laws governing copyright in relation to material owned by others, the Football Administrators, and AJFC's own copyrights and brands.



You should never post images, video, graphics and animation that you do not have the right to use. You should not quote or use more than short excerpts of someone else's work. Where used or posted, you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

## **15. Discrimination, Sexual Harassment and Bullying**

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you may also be bound by AJFC's values as defined by the AJFC Codes of Conduct, AJFC's Member Protection Policy and any other applicable AJFC rules and regulations. You may also be bound by rules, regulations, policies and procedures defined by the Football Administrators.

## **16. Avoiding Controversial Issues**

Within the scope of your authorisation by AJFC, if you see misrepresentations made about AJFC in the media, you may point that out to the relevant authority in your AJFC. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

## **17. Dealing with mistakes**

If you or someone else authorised by AJFC makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses AJFC of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

## **18. Conscientious Behaviour and Awareness of Consequences**

Keep in mind that what you write and post on social media is your responsibility, and failure to abide by these guidelines could put your AJFC membership and/or employment at risk.

You should always follow the terms and conditions for any third-party sites, apps and platforms in which you participate.

## **19. AJFC Branding and Intellectual Property**

You must not use any of AJFC's intellectual property or imagery on your personal social media without prior approval from AJFC.

AJFC's intellectual property includes but is not limited to:

- Trademarks
- Logos
- Imagery, video, text or graphics which has been posted on AJFC official social media sites or website.



You must not create either an official or unofficial AJFC presence using the organisation's trademarks or name without prior approval from AJFC.

You must not imply that you are authorised to speak on behalf of AJFC unless you have been given official authorisation to do so by AJFC.

Where permission has been granted to create or administer an official social media presence for AJFC, you must adhere to any AJFC Branding Guidelines, Policies and Procedures.

## **20. Breaches of the Policy**

Breaches of this Policy include but are not limited to:

- Using AJFC's name and/or logo(s) in a way that would result in a negative impact for the organisation, club and/or its members
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game
- Posting or sharing any content in breach of AJFC's Member Protection Policy or other similar policy
- Posting or sharing any content that is a breach of any State or Commonwealth law
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others; and
- Posting or sharing material that brings, or risks bringing AJFC, our affiliates, our sport, our officials, our members, partners or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

## **21. Reporting a Breach**

If you notice inappropriate or unlawful content online relating to AJFC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Reports of a breach of the Policy can be made to the [AJFC Member Protection Information Officer](#) by email.

Further information about reporting breaches:

- For a report and/or complaint about the misuse of social media relating to a match or competition that occurs either prior to, during, or after a game; refer to the AJFC



Member Protection Policy and the Football Administrators Member Protection Policies and their rules and regulations.

- For a report and/or complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular game; refer to the AJFC Member Protection Policy.

## **22. Investigation of an Alleged Breach**

Investigations of reported allegations of an alleged breach of the Policy will be conducted by the AJFC Disciplinary Committee. Where it is considered necessary or is a requirement of law, AJFC may report a breach of the Policy to the Football Administrators, the NSW Police or other government body.

## **23. Disciplinary Process and Appeals**

Breaches of this policy may be dealt with in accordance with the Disciplinary procedure contained in the AJFC Member Protection Policy.

Employees of AJFC who breach this policy may face disciplinary action up to and including termination of employment in accordance with the AJFC Member Protection Policy or any other relevant policy.

Any person who is sanctioned for breach of this policy may have a right of appeal under the AJFC Constitution.

## **24. Changes to this Policy**

AJFC reserves its right to make changes to this Policy at any time.

## **25. Contacting AJFC**

Abbotsford Juniors Football Club welcomes comments, feedback and questions on this Policy. These can be submitted to AJFC by email: [info@abbotsfordjuniorsfc.com.au](mailto:info@abbotsfordjuniorsfc.com.au).