

Appendix 12 – Social Media Policy

Introduction

Social Media is a rapidly expanding form of communication. FIDA realises that participation in Social Media by Club Officials and Players will continue to increase. If a Club or Player chooses to participate in any form of Social Media, FIDA expects them to adhere to the standards set out in this Policy when referencing their association with FIDA, any of the Clubs or any individual affiliated to FIDA or Clubs.

Social Media includes but is not limited to:

- Social media platforms including LinkedIn, reddit, Facebook, Twitter, Instagram, Google+, Yahoo! Groups, YouTube, Blogs, Wikipedia, WhatsApp, TikTok and any other website or application where content can be shared and peer to peer networking conducted.
- Any other discussion platform

The intention of this Social Media Policy (**Policy**) is to establish a culture of openness, trust and integrity in activities surrounding Social Media and the Internet, in conjunction with education and training.

Policy Scope

This policy applies to all related persons but not limited to FIDA Football League volunteers, and affiliated club officials, players and player family members, spectators, staff, and volunteers to be referred as (Relevant persons) who participate in any form of social media.

The aim of this Policy is to:

- promote and encourage appropriate use of Social Media by Relevant Persons;
- ensure that Relevant Persons understand FIDA's approach to Social Media, and its expectations for the personal and professional use of online communication; and
- govern the terms of use by Relevant Persons of FIDA-controlled, administered or related Social Media.

Conduct in Social Media Activity

While all individuals are welcome to participate in social media, it is expected that everyone who participates in online commentary in relation to activities involving FIDA and its Stakeholders shall respect and adhere to the following simple but important guidelines.

These guidelines are in place to aid in achieving our overall goal, that is, to participate online in a **RESPECTFUL**, relevant way that protects the reputation of the League and the individuals within it, and of course follows the letter and spirit of the law:

- Be transparent and state that you are affiliated with FIDA. Your honesty will be noted in the Social Media environment. If you are writing about matters relating to FIDA or a competitor, use your real name, identify that your affiliation, and be clear about your role.
- Never represent yourself, FIDA or your affiliated Club in a false or misleading way. All statements must be **true and not misleading**; all claims must be substantiated.

- Post meaningful, respectful comments — in other words, no spam and no remarks that are off topic or offensive.
- Use common sense and common courtesy: for example, it is best to ask permission to publish or report on conversations that are meant to be private or internal to FIDA.
- Stick to your area of expertise and do feel free to provide unique, individual perspectives on non-confidential activities at FIDA Football League.
- Disagreements with others' opinions must be kept respectful and appropriate. Do not make personal, disrespectful, or threatening comments. FIDA expects that each club manages this type of inappropriate action by individuals at club level. Depending on the severity, the matter may be handed over to the relevant authorities.
- Think globally. What you publish is widely accessible and will be around for a long time, so consider the content carefully; you should be respectful of religions, races, individuals, cultures, and abilities.

Consequence of Breach

Any breach of the above guidelines may result in individual club disciplinary action against the offending party, at the discretion of FIDA Management.

In circumstances of a suspected breach of this policy, FIDA Management may:

- a) Make a necessary public comment such as a correction, clarification or apology in regard to the breach
- b) Issue a formal warning to the Relevant Person or Relevant Organisation responsible for the breach and insist the content be removed, and an apology be made to the individual/s impacted (if any)
- c) Deal directly with any Social Media provider to remove any posted material that FIDA Management considers to be in breach of this Policy
- d) If the matter amounts to a breach of the law and/or AFL National Community Football Policy Handbook and/or current season FIDA By-Laws, report the matter to any local authority or the AFL Integrity Unit
- e) Refer the matter to FIDA Operations for determination under the relevant Code of Conduct as an alleged breach and subsequent process and penalty

Relevant Persons and Relevant Organisations who communicate their opinions and any other materials on Social Media do so at their own risk, and may be held personally liable for any commentary and/or material that appears on their personal Social Media

Further Information

The Office of the eSafety Commissioner is Australia's national independent regulator for online safety. Their role is to help safeguard Australian at risk from online harms and to promote safer, more positive online experiences. Their activities are governed by the Enhancing Online Safety Act 2015 (Cth) and they have designed educational resources to support Australian communities have safer and more positive experiences online. For more information or to access their resources visit <https://www.esafety.gov.au/communities/sport> .