

## SOCIAL MEDIA POLICY

Football NSW Limited

Adopted on 23 May 2012



**Football NSW Limited**

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## PURPOSE

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member based organisation, Football NSW Limited (**FNSW**) recognises the benefits of social media as an important tool of engagement and enrichment for our members.

It is important that the reputation of FNSW, its affiliated associations and clubs and the sport generally is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference FNSW.

When someone clearly identifies their association with FNSW, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately and in the ways that are consistent with FNSW's stated values and policies.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by FNSW members or staff that makes no reference to FNSW or related issues.

## SCOPE

This policy applies to FNSW Members and staff of FNSW.

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 (photo sharing) and YouTube (Video Sharing);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards); or
- Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, sponsors or FNSW as an organisation and the reputation of the sport in general.

## GUIDING PRINCIPLES

The web is not anonymous. FNSW Members and staff should assume that everything they write can be traced back to them.

Due to the unique nature of FNSW, the boundaries between a FNSW Member and staff's profession, volunteer time and social life can often be blurred. It is therefore essential that staff and Members make a clear distinction between what they do, think or say in their capacity as a staff member or Member of FNSW. FNSW considers all staff members and Members of the organisation as its representatives.

When using the internet for professional or personal pursuits, all staff and Members must respect the brands of FNSW, all Association Members and Football Clubs, other staff and Members and anybody else involved in our sport and follow the guidelines in place to ensure that sport's intellectual property or its relationships with sponsors and stakeholders is not compromised (see "*Branding and Intellectual Property*" below) or the organisation is brought into disrepute.

## USAGE

For FNSW Members and staff using social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content – this also applies to the use of illustrations or nicknames;
- Must not comment on, or publish information that is confidential in anyway;
- Must not bring the organisation or the sport into disrepute; or
- Must not otherwise be in breach of the FFA Code of Conduct.

For FNSW staff using social media, such use must not interfere with work commitments.

## BRANDING AND INTELLECTUAL PROPERTY

It is important that any trademarks belonging to FNSW, a Branch or any Association Member or Football Club are not used in personal social media applications, except where such use can be considered incidental – (*where incidents is taken to mean "happening in subordinate conjunction with something else"*).

## OFFICIAL FNSW BLOGS, SOCIAL PAGES AND ONLINE FORUMS

When creating a new website, social networking page or forum for staff, Association Members, Football Clubs, competitions or Members generally, care should be taken to ensure the appropriate person has given permission to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the written permission of the child's parents and/or guardian.

For official FNSW blogs, social pages and online forums:

- Posts must not contain, nor link to pornographic or indecent content;
- Some hosted sites may sell the right to advertise on their sites through “pop up” content which may be of a questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of “pop up” content cannot be controlled;
- FNSW employees must not use FNSW online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

### **CONSIDERATION TOWARDS OTHERS WHEN USING SOCIAL NETWORKING SITES**

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. FNSW Members and staff must recognise that it may not be appropriate to share photographs, videos and comments in this way.

For example, there may be an expectation that photographs taken at private FNSW events will not appear publicly on the Internet. In certain situations, FNSW staff or Members could potentially breach the Privacy Act or inadvertently make FNSW liable for breach of copyright.

FNSW Members or staff should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person should they be asked to do so.

Under no circumstance should offensive comments be made about FNSW, staff and FNSW Members online.

### **BREACH OF POLICY**

FNSW will continually monitor online activity in relation to the organisation and the sport. Detected breaches of this policy should be reported to FNSW.

If detected, a breach of this policy may result in disciplinary action from FNSW under the FNSW Constitution and By-Laws. A breach of this policy may also amount to breaches of other FNSW governing documents including its constitution, by-laws and other policies. This may involve a verbal or written warning or in serious cases, termination of employment or engagement with FNSW including suspension of membership.

## DEFINITIONS

**Association Members** means those admitted as Association Members under the Constitution of FNSW.

**Branches** mean each of Southern Branch, Western Branch and Riverina Branch.

**Directors** mean the directors of FNSW.

**Football Activity** means any activity of a football nature that takes place on the field of play or playing area or within or external surrounds of a ground or any other activity relating or incidental to the objects of FNSW.

**Football Clubs** means an entity (whether incorporated or otherwise) formed for the purpose of playing football in competitions conducted by FNSW or Association Members.

**Office Holder** means a person who holds a position, whether elected or appointed, as:

- (a) president, vice-president, secretary, treasurer, director, committee member or employee of the governing body (however described) of a club member, association member, associate member of FNSW, standing committee member or holds any like position with a member of an association member, associate member or standing committee member; or
- (b) a life member.

**Participants** means Players, coaches, Office Holder, Match Official and Spectators

**Players** means a player registered with a Football Club.

**Spectators** mean a person who attends a Football Activity.

**Members** includes, but not limited to:

- Association Members;
- Football Clubs;
- Directors;
- Branches; and
- Participants.

## CONSULTATION OR ADVICE

This policy has been developed to provide guidance for FNSW Members and staff in a new area of social interaction. FNSW Members and staff who are unsure of their rights, liabilities or actions online and seek clarification, should contact FNSW.