



# Griffith & District Football Association

## Social Media Guidelines

Adopted 3 December 2018

Griffith & District Football Association recognises the benefits of social media as an important tool of engagement.

Social media is changing the way we communicate. It offers the opportunity for people to connect, engage and share common interests online.

These guidelines has been developed in addition to Football NSW Social Media Policy (which is a compliance of registration) to provide guidance about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations.

These guidelines do not apply to the personal use of social media where it is not related to or there is no reference to Griffith & District Football Association and/or clubs.

In circumstances where guidance about social media issues has not been addressed, we suggest you use common sense or seek out advice from the Association.

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet but not limited to: Facebook, Twitter, LinkedIn, Google+, Pinterest, YouTube, Instagram, Blogs, Skype, Snapchat, WhatsApp, Viber, Online multiplayer gaming platforms and any other online technologies that allow individual users to upload and share content

These guidelines are applicable when using social media as:

1. an officially designated individual representing Griffith & District Football Association on social media; and
2. if you are posting content on social media in relation to Griffith & District Football Association and/or clubs that might affect clubs teams, participants, events, reputation or sponsors.

### **Guidelines**

Individuals must adhere to the following guidelines when using social media related to Griffith & District Football Association and/or clubs that might risk bringing the Association, it's clubs, participants, events, reputation or sponsorship into disrepute.

#### ***Use common sense***

Whenever you are unsure as to whether or not 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.

## ***Protecting 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.

## ***Disclaimers***

The boundaries between when you are representing yourself and when you are representing the Association and/or individual club can often be blurred. Therefore it is important that you represent yourself appropriately online at all times. Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with, 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.

## ***Honesty***

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. If in doubt, do not post or upload.

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.

## ***Respect confidentiality and sensitivity***

When using social media, you must maintain the privacy of Griffith & District Football Association and/or clubs confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared. 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.

## ***Gaining permission when publishing a person's identifiable image***

*Individuals:* You must obtain permission from an individual to photograph or reuse a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

*Association:* From time to time Griffith & District Football Association may post photo's and/or video's for promotion of the sport at presentation days, gala days, grand finals, school holiday clinics for example. In every instance Griffith & District Football Association will seek permission of individuals and parents/carers of minors.

## ***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.

## ***Abiding by copyright laws***

It is critical that you comply with the laws governing copyright in relation to material owned by others and Griffith & District Football Association own copyrights and brands.

### ***Discrimination, sexual harassment and bullying***

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

### ***Branding and intellectual property of Griffith & District Football Association***

You must not use any of the Associations intellectual property or imagery on your personal social media without prior approval from Griffith & District Football Association. This includes using the name, motto, crest and/or logo in a way that would result in a negative impact.

You must not imply that you are authorised to speak on behalf of Griffith & District Football Association unless you have been given authorisation to do so.

### ***Reporting a breach***

If you see unintentional misrepresentations or errors made from or about Griffith & District Football Association and/or club or individuals in the media, you may point that out to the relevant authority in your association and address it promptly and appropriately with respect and with the facts.

### ***Investigation***

Alleged breaches of these social media guidelines may be investigated by Griffith & District Football Association.

Where it is considered necessary, Griffith & District Football Association may report a breach of these social media guidelines to police.

### ***Disciplinary process and consequences***

Depending on the circumstances, breaches will be dealt with at the discretion of Griffith & District Football Association on a case by case basis.