



Blacktown & Districts Soccer Football Association Incorporated

Social Media Policy

1. Purpose

BDSFA recognises the importance of social media as a tool for engaging its member and supporter base. The purpose of this policy is to protect the interests and reputation of BDSFA and its stakeholders by ensuring its Board, players, staff, volunteers and members are equipped with the requisite knowledge and skills to appropriately utilise social media platforms in line with BDSFA's values and policies.

The policy does not seek to restrict use of social media, but rather create clear lines between private and club material and set guidelines where material relates to BDSFA.

2. Scope

This policy encompasses, but is not limited to, the use of Twitter, Facebook, Instagram, YouTube, LinkedIn, blogs, websites and any other public online forum or platform.

The policy applies to all BDSFA players, officials, volunteers, staff and members.

3. Definitions

4. Policy Statements

4.1 Guiding Principles

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

Due to the unique nature of BDSFA, the boundaries between a BDSFA 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 BDSFA. BDSFA 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 brand of BDSFA, 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.

4.2 Usage

For BDSFA 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



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- Must not otherwise be in breach of FFA's or BDSFA's Code of Conduct. For BDSFA staff using social media, such use must not interfere with work commitments

4.3 Branding and Intellectual Property (IP)

It is important that any trademarks belonging to BDSFA, 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 'incidental' is taken to mean "happening in subordinate conjunction with something else").

4.4 Official BDSFA Social Pages, Blogs 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 BDSFA 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;
- BDSFA employees must not use BDSFA online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

4.5 Consideration toward others then using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users.

BDSFA 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 BDSFA events will not appear publicly on the Internet. In certain situations, BDSFA staff or Members could potentially breach the Privacy Act or inadvertently make BDSFA liable for breach of copyright.

BDSFA 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 BDSFA, staff and BDSFA Members online.

4.6 Breach of Policy



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

If detected, a breach of this policy may result in disciplinary action from BDSFA under the BDSFA Constitution, Regulations & Policies. A breach of this policy may also amount to breaches of other BDSFA 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 BDSFA including suspension of membership.

5. Responsibilities

All players, parents, staff, volunteers, members and directors.