

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, Eastern Suburbs Football Association (ESFA), recognises the benefits of social media as an important tool of engagement and an enrichment to our members.

It is important that the reputation of ESFA, its affiliated member clubs and the sport generally, is not tarnished by anyone using social media tools inappropriately, particularly in relation to its content that might reference ESFA or member clubs or players or officials.

When someone clearly identifies their association with ESFA and/or discuss their involvement in the organisation or their club in this type of forum, they are expected to behave and express themselves appropriately and in the ways that are consistent with ESFA policies.

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

SCOPE

This policy applies to ESFA members and staff of ESFA.

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, Snapchat, Twitter, Instagram etc);

- Content sharing – photo sharing and video sharing on social media platforms (including YouTube);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites or customer review sites;

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

GUIDING PRINCIPLES

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

Due to the unique nature of the Association, the boundaries between ESFA Members and staff's profession, volunteer time and social life can often become 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 ESFA. ESFA consider all staff members and Members of the Association, as its representatives.

When using the internet for professional or personal pursuits, all staff and Members must respect the brands of ESFA, all Association members and Clubs, other staff and Members and anybody else involved in

our sport and follow the guidelines in place to ensure that relationships with sponsors and stakeholders is not compromised or the Association is brought into disrepute.

USAGE

For ESFA 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 Association or the sport into disrepute;
- Must not otherwise be in breach of FFA, FNSW or ESFA Code of Conduct

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

OFFICIAL ESFA BLOGS, SOCIAL PAGES AND ONLINE FORUMS

When creating a new website, social networking page or forum for staff, Association Members, 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 use of logos or images.

For official ESFA 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 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;
- ESFA employees, must not use ESFA 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. ESFA 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 ESFA events will not appear publicly on the internet. In certain situations, ESFA staff or Members could potentially breach the Privacy Act or inadvertently make ESFA liable for breach of copyright.

ESFA Members or staff should be considerate to others in such circumstances and should not post information when they have been asked not to. They must also remove information about another person, should they be asked to.

Under no circumstances should offensive comments be made about ESFA, staff and ESFA Members online.

BREACH OF POLICY

ESFA will continually monitor online activity in relation to the Association and the sport. Breaches of this policy should be reported to ESFA.

If detected, a breach of this policy may result in disciplinary action from ESFA under the ESFA Constitution and By-Laws. A breach of this policy may also amount to breaches of other ESFA 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 ESFA including suspension of membership.

DEFINITIONS

Members means those admitted as Members under the ESFA Constitution

Branches means the Referee Branch

Directors means the directors of ESFA

Clubs means an entity formed for the purpose of playing football in competitions conducted by Eastern Suburbs Football Association

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

- (a) President, vice-president, treasurer, registrar, director, committee member or employee of a club, club member, ESFA Committee members or holds any like position with a Member of the Association
- (b) Life member

Participants means players, coaches, office holders, match officials and spectators

Players means a player registered with a member Club

Spectators means a person who attends a football activity

Members includes but not limited to:

- Association Members;
- Football Clubs;
- Directors;
- Branches;
- Participants;
- Club Committees/officials;
- ESFA Committees;
- Coaches; and
- RTOs

CONSULTATION OR ADVICE

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