



# NEPEAN FOOTBALL ASSOCIATION INC.

## NEPEAN F.A. SOCIAL MEDIA POLICY

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### **FORWARD:**

The Nepean Football Association (Nepean FA) Social Media Policy is in line with the Football NSW Social Media Policy and those of other sporting organisations. Nepean FA recognises that social media offers opportunities for people to gather in online communities to share and consume content. From a governing body perspective, it is important for Nepean FA to recognise the benefits of social media as an important tool of engagement but also to protect the reputation of our sport, organisation and our membership.

This social media policy aims to provide some guiding principles to follow when using social media. It applies to the entire membership including players, coaches and referees, club administrators, association directors and paid staff.



# NEPEAN FOOTBALL ASSOCIATION INC.

## **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, Nepean FA recognises the benefits of social media as an important tool of engagement and enrichment for our members.

It is important that the reputation of Nepean FA, its affiliated clubs and entities, governing bodies and the sport generally is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference Nepean FA. Equally important is that individuals affiliated to our organisation and to our clubs are not personally harmed or harassed by social media posts of a personal nature made about them by others in relation to their involvement in our sport.

When someone clearly identifies their association with Nepean FA or one of our member clubs or groups, 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 Nepean FA's and 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 Nepean FA members or staff that makes no reference to Nepean FA, FNSW or related issues.

## **SCOPE**

This policy applies to Nepean FA members, including registered participants, coaches, managers, club committee members, directors and staff.

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, Instagram, TikTok or similar platforms);
- 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 Nepean FA as an organisation and the reputation of the sport in general.



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## **GUIDING PRINCIPLES**

The web is not anonymous. Nepean FA Members and staff should assume that everything they write can be traced back to them. Due to the unique nature of sporting organisations, including Nepean FA, the boundaries between a Nepean FA 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 Nepean FA.

Nepean FA 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, Nepean FA, Nepean Representative FC, Nepean Referees Group, Nepean Summer Football, Academies and all Nepean FA affiliated 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 Nepean FA 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 Nepean FA staff using social media, such use must not interfere with work commitments.

## **BRANDING AND INTELLECTUAL PROPERTY**

It is important that any trademarks belonging to Nepean FA, a Branch or any Association based 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").



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## **OFFICIAL NEPEAN FA 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 should not identify the child by name without the written permission of the child's parents and/or guardian.

For official Nepean FA 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;
- Nepean FA employees or Directors must not use Nepean FA online pages to promote personal projects without the prior consent of the Board of Directors; 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. Nepean FA 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 Nepean FA or Club events will not appear publicly on the Internet. In certain situations, Nepean FA staff or Members could potentially breach the Privacy Act or inadvertently make Nepean FA liable for breach of copyright.

Nepean FA 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 Nepean FA, our staff, directors and/or Nepean FA members (including participants) online.



# NEPEAN FOOTBALL ASSOCIATION INC.

## **BREACH OF POLICY**

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

If detected, a breach of this policy may result in disciplinary action from Nepean FA under the Nepean FA Constitution and Regulations. A breach of this policy may also amount to breaches of other Nepean FA and/or Football NSW governing documents including its constitution, regulations and other policies. This may involve a verbal or written warning or in serious cases, termination of employment or in the case of non employees, suspension of membership. Breach of this policy and the NFA Codes of Conduct Regulations will be directly relatable to each other.

## **REMOVAL OF OFFENSIVE OR HARMFUL CONTENT**

From time to time, Nepean FA may contact a club or a member or a participant and ask them to remove content that is considered harmful or offensive to either an individual, another club or an organisation. Failure to remove such content when requested may result in disciplinary action. In the case of social media site controlled by the Association, a screen shot of the offensive post will be taken, the post will be removed and the person responsible for the post will be banned from the site either temporarily or permanently.

## **DEFINITIONS**

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

**Participants** means registered participants of Nepean FA and its branches such as, but not limited to, players, coaches, managers, committee members, referees or spectators.

**Branches** mean Nepean Representative Football Club (NFC), Nepean Referees Group (NRG), Nepean Summer Football and Nepean Academies or any other group that is established by the NFA after the original publication of this policy.

**Directors** mean the directors of Nepean FA and its Branches.

**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 Nepean FA.

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



## NEPEAN FOOTBALL ASSOCIATION INC.

**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, standing committee member or holds any like position with a member club of the association;  
or

(b) a life member.

**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 Nepean FA Members and staff in a new area of social interaction. Nepean FA Members and staff who are unsure of their rights, liabilities or actions online and seek clarification, should contact Nepean FA.

### REVISION TABLE

Date	Version	Notes
16Dec20	Nepean FA Social Media Policy Adopted.	