



Capital Football Social Media, Blogging and Internet Policy

1. Introduction

Capital Football encourages the appropriate use of social media by all Persons bound by this Policy to engage with fans, promote the sport of football (particularly major events), individual athletes and communicate with the general public and media. Capital Football acknowledges social media is a broad and instant form of communication and treats all social media content, whether written, photographic, video, or audio, as public comment which is accessible to all.

2. Purpose

This Policy aims to provide principles that ensure that the image and credibility of Capital Football is not damaged, as well as assisting in the promotion of football within the ACT and surrounding region. Furthermore, along with the Football Member Protection Policy, it aims to establish standards of appropriate behaviour and to provide a safe, respectful and appropriate sporting environment.

3. Scope

This Policy applies to Capital Football Directors, Members, registered affiliates (including players, coaches and referees), volunteers, staff or any individual representing themselves or passing themselves off as being an official of Capital Football. The policy includes anything posted online where information is shared that might affect Capital Football Directors, Members, staff, affiliates, clients, stakeholders or sponsors.

4. Guiding Principles

When referring to this Policy, the Persons bound to it should adhere to the following principles:

- Social Media should be considered a live microphone
- The “Headline Test” should be utilised before posting anything involving Capital Football – will you feel comfortable viewing the post in the local newspaper with your name attached to it?
- Always consider all stakeholders when utilising social media.

5. Written Social Media

Capital Football treats all written social media postings, blogs, status updates and tweets as public ‘comment’. As a result, all Persons bound by this policy should not comment or respond to a comment in a way that may be construed as negative or may be considered derogatory towards others, or put themselves in a situation where they may harm their reputation, the reputation of their teammates, or Capital Football, including its sponsors and stakeholders or any other third party.

6. Photographs, Video and Audio

Capital Football also treats all photographs, video and audio 'material' posted onto social media as public comment and accessible to the public. Any material that may be considered negative, derogatory or inappropriate towards Persons bound by these Guidelines should not be posted. Persons bound by this policy must ensure that they do not post material on social media channels that infringes the intellectual property rights of Capital Football or other entities.

7. Liability

Persons bound by this Policy post comments and materials at their own risk. Further, Persons bound by this Policy should at all times make it clear that any comments and materials are made in their individual capacity and that they do not represent Capital Football, its sponsors or any other third party.

8. Monitoring

Capital Football does not actively monitor social media content of Persons bound by this Policy. Capital Football does, however, monitor online content which could impact on Capital Football representative teams, individuals in those teams, Capital Football and its employees, as well as sponsors and stakeholders.

9. Infringements/Breaches

Capital Football endeavours to work with and educate individuals and members on the appropriate use of social media. Capital Football reserves its right to take appropriate action with respect to infringements of this Policy, including issuing a Take Down notice, and subject any perpetrators of infringements or breaches to disciplinary action under the Football Member Protection Policy or Disciplinary Regulations.

10. Amendment/Interpretation

Capital Football reserves the right to amend this Policy as it deems appropriate. The Capital Football Board shall be the final authority with respect to the interpretation and implementation of this Policy.

Adopted 21 August 2012



TERMS AND CONDITIONS OF USE

COMMENTS

All Capital Football social media sites are monitored by Capital Football and we reserve the right (without notice) to edit or delete any comments, or opinions, submitted in relation to, but not limited to;

1. Comments deemed to be spam or questionable spam;
2. Comments including profanities;
3. Comments containing language, or concepts that could be deemed offensive, abusive or insulting;
4. Comments deemed to bring football or futsal into disrepute; and
5. Comments that attack a person individually.

Please be aware that any information or comments provided may result in disciplinary proceedings under Codes of Conduct and other regulatory processes administered by the Football Federation of Australia or Capital Football.

Please be aware that any information or comments you add to any of the blog articles can be read by anyone viewing this site, and the information, and/or comments could be collected, and used by anyone. Capital Football are not responsible for, nor do we advocate, the content, comments or opinions posted or exchanged by other users of any external social media site and/or any external links provided by users of the social media site in question.

If for any reason your Personal Information appears on our blogs and you'd like it to be removed, contact us. Please note that if we're not able to remove your information, we'll let you know why.

CONTENT

All content provided on Capital Football social media sites are for informational purposes only. Although Capital Football may initiate an article (posting the title and description), Capital Football makes no representations as to the accuracy or completeness of any information added by other users, to the articles within their pages, or found by following any link on this page. Capital Football will not be liable for any errors or omissions in the information provided, nor for the availability of this information. Capital Football will not be liable for any losses, injuries, or damages from the display or use of any information provided on their social media pages.

PRIVACY

The owner (Capital Football) of their social media pages does not share personal information with third-parties nor do we store information collected about your visit for use, other than to analyse content performance through the use of cookies, which you can turn off at anytime by modifying your Internet browser's settings. Capital Football is not responsible for the republishing of the content found on social media or our website onto other Web sites or Media sites without permission.

This policy is subject to change at any time.