



**CAPITAL  
FOOTBALL**

# **SOCIAL MEDIA POLICY**

**31 MARCH 2020**

**VERSION 2**

# VERSION CONTROL

VERSION	DATE	AUTHOR	RATIONALE
1	21/08/2012	Capital Football	
2	31/03/2020	Capital Football	Amendments

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# **CAPITAL FOOTBALL SOCIAL MEDIA AND INTERNET POLICY**

## **INTRODUCTION**

Capital Football encourages the appropriate use of social media by all persons bound by this Policy to engage with fans and athletes, to promote the sport of football and to 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. Capital Football acknowledges that there are several ways social media can be used to benefit the organisation. These include the:

- use of social networking sites (e.g. Facebook, LinkedIn, Instagram) for outreach purposes, to monitor public opinion and to engage with supporters/followers.
- use of microblogs (e.g. Twitter) to comment on and to share new information
- use of video sharing (e.g. YouTube) – to post video content for fans, coaches and players.

## **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.

## **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.

All persons bound by this policy are not to harm Capital Football's reputation, including its sponsors and stakeholders or any other third party.

# **SOCIAL MEDIA**

## **PERSONAL USE**

Personal social media accounts must not be used by staff to threaten, harass or bully other staff members, or any other people outside the workplace. This may result in disciplinary action, as outlined in the Harassment and Bullying Policy.

Persons bound by this policy should ensure that any activity on a personal social media site does not identify or implicate Capital Football in any way and that Capital Football policies regarding organisational confidentiality and privacy are extended to all internet exchanges.

Persons bound by this policy must also ensure that they do not post material on social media channels that infringes the intellectual property rights of Capital Football or other entities.

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.

## **ORGANISATIONAL USE**

Only those authorised by Capital Football may load content/post or moderate on Capital Football's social media sites. All content on Capital Football's social media platforms will be in keeping with the organisational goal for the particular social media platform.

Any representative of Capital Football who is authorised to make comments on social media must not:

- post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful
- use or disclose any confidential or secure information
- make any comment or post any material that might otherwise cause damage to Capital Football's reputation or bring it into disrepute.

Capital Football's Digital Engagement Officer is authorised to make comment on behalf of Capital Football on social media platforms external to the organisation.

# TERMS & 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 posted by an individual can be read by anyone viewing the 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.

## CONTENT

All content provided on Capital Football social media sites are for informational purposes only. Although Capital Football may initiate an article, 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 any time 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 without permission.

## **INFRINGEMENTS & BREACHES**

Capital Football will 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.

Any information or comments posted may result in disciplinary proceedings under Codes of Conduct and other regulatory processes administered by the Football Federation of Australia or Capital Football.

## **AMENDMENT & INTERPRETATION**

The Capital Football Board shall be the final authority with respect to the interpretation and implementation of this Policy.

Capital Football reserves the right to amend this Policy as it deems appropriate and this Policy is subject to change at any time.