



**FOOTBALL
WEST**

Social Media Guidelines

footballwest.com.au



Purpose

Social Media communication platforms can benefit stakeholders across the football community. While these guidelines do not intend to discourage personal expression, members of the football community should be aware that some online behaviour can negatively impact the sport. These guidelines have been provided to ensure football continues to be represented in the best possible light.

Scope

These guidelines apply to all registered members of Football West, including players, coaches, referees, standing committee members, zone representatives, clubs and affiliated associations.

Social media websites include but are not limited to:

- a. Social networking services, including Facebook, Twitter, Instagram, TikTok, LinkedIn, Reddit, Tumblr and Pinterest.
- b. Video-sharing websites, including Youtube and Dailymotion and streaming services such as Periscope and YouTube Live.
- c. Online podcasts.
- d. Wiki sites, such as Wikipedia.
- e. Forums and bulletin boards.
- f. Any other website that allows individual users to create and share content.

General Advice

- a. Use social media channels to add value and promote football in a positive light.
- b. Do not share personal information about yourself or others.
- c. Do not upload pictures of others if you do not have their permission to do so.
- d. If you have a dispute with another user, resolve it offline or through private messages rather than publicly on social media.
- e. If you are using a pseudonym, assume that everything you post can be traced back to you.
- f. Avoid posting on social media when you are emotional, angry or intoxicated.
- g. Do not make false or misleading statements.



Branding

- a. Do not speak on the behalf of Football West without prior consent.
- b. Do not use Football West's logo or other intellectual property without prior consent.
- c. If you have found an error on a Football West publication, please contact Football West directly rather than posting on social media as this will allow a faster response from us.

Offensive Behaviour

- a. Exercise caution around sensitive topics which may provoke arguments or cause offence.
- b. Social Media conduct which breaches the Football West and/or Football Australia National Code of Conduct & Ethics may result in penalties. This includes (but is not limited to):
 - a. Discriminatory behaviour, including public disparagement of, discrimination against or vilification of a person based on an attribute.
 - b. Harassment, including sexual harassment or any unwelcome sexual conduct which makes a person feel humiliated and/or intimidated when that reaction is reasonable in the circumstances.
 - c. Offensive behaviour, including offensive, obscene, provocative or insulting gestures and language.
 - d. Provocation or incitement of hatred and violence.
 - e. Derogatory language directed at match officials or any other person.
 - f. Betting, wagering or gambling on match results in any form.
 - g. Any other conduct, behaviour or statement that materially injures the goodwill of Football Australia, Football West or football generally.