



Elizabeth & Districts Junior Soccer Association Inc.

(South Australian Amateur Soccer League Junior Division)

Social Media Policy

Adopted by Elizabeth & Districts Junior Soccer Association on:

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Reviewed Annually



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INTRODUCTION

Elizabeth & Districts Junior Soccer Association recognises the benefits of social media as an important tool to engage with participants and supporters of Soccer in South Australia. Social Media sites such as Facebook, Instagram, Twitter, LinkedIn, YouTube, as well as forums and blogs can be very beneficial as communication tools to inform and promote the sport and events, to a wide cross section of people, including players, club officials, spectators, the general public and the media.

Elizabeth & Districts Junior Soccer Association supports the responsible use of social media and encourages affiliated clubs to adopt electronic communication. In doing so, it is essential that the reputation of Elizabeth & Districts Junior Soccer Association, affiliated clubs and organisations as well as the sport in general is not affected by anyone misusing social media tools, particularly in relation to any content that might be discriminatory, defamatory, harassing and bullying or damage the reputation of Elizabeth & Districts Junior Soccer Association and the sport.

This Policy, along with the Elizabeth & Districts Junior Soccer Association Member & Child Protection Policy, aims to establish standards of appropriate behaviour in the use of electronic communication and to provide a safe, and respectful environment for all participants and stakeholders.

SCOPE

This Policy applies to Elizabeth & Districts Junior Soccer Association representatives, registered participants (including players, coaches, volunteers, and referees), affiliated clubs and organisations, and any individual that participates with or is involved with Elizabeth & Districts Junior Soccer Association.

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 Facebook, Twitter and LinkedIn);
- Content sharing including Instagram and Snapchat (photo sharing) and YouTube (Video Sharing);
- Making comment on public and private web forums (message boards);
- Establishing, maintaining or commenting on blogs for personal or business reasons; or
- Taking part in online votes and polls (even if anonymously).

The intent of this policy is to include anything posted online where information is shared that might impact on the Elizabeth & Districts Junior Soccer Association, affiliated clubs and organisations, participants, individuals, and the sport of Soccer.



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GUIDING PRINCIPLES

When posting it should be assumed that the contents can be traced back to the person that has posted the content. When referring to this Policy, the persons bound by it should adhere to the following principles:

- Social Media should be considered as a public forum.
- Information posted on social media is public comment.
- Comments or contents should at no time be derogatory, discriminatory, abusive, bullying, threatening or defamatory.
- Comments or contents must not falsely misrepresent another person.
- Comments or contents must not violate the privacy of another person.
- Comments or contents must not infringe on intellectual property.
- When using social media always consider all stakeholders of Soccer and the impact that a comment or content may have if posted.
- Registered participants, including players, team officials, volunteers and match officials, affiliated Clubs and Organisations are bound by the Elizabeth & Districts Junior Soccer Association relevant policies and Codes of Conducts.

WRITTEN SOCIAL MEDIA

Elizabeth & Districts Junior Soccer Association classifies all written social media postings as public 'comment'. Consequently, all persons bound by this policy must not post a comment or respond to a comment that may be construed as derogatory, discriminatory, abusive, bullying, threatening or defamatory towards others. In addition, the posting must not harm the reputation of individual participants or Elizabeth & Districts Junior Soccer Association including its sponsors and stakeholders or bring the game into disrepute.

PHOTOGRAPHS, VIDEO AND AUDIO

Elizabeth & Districts Junior Soccer Association also classifies all photographs, video and audio 'material' posted onto social media as public comment and accessible to the public. Any material that may be considered derogatory, discriminatory, abusive, bullying, threatening, defamatory or inappropriate towards persons bound by this policy must not be posted.

All photographs, video and audio 'material' taken of Children must comply with the Elizabeth & Districts Junior Soccer Association Member & Child Protection Policy.



BRANDING AND INTELLECTUAL PROPERTY

Any trademarks or intellectual property belonging to Elizabeth & Districts Junior Soccer Association, affiliated clubs and organisations must not be used in personal social media applications, except where such use can be considered incidental.

BREACH OF POLICY

Elizabeth & Districts Junior Soccer Association does not actively monitor social media content of persons bound by this Policy. Elizabeth & Districts Junior Soccer Association will monitor online content which could impact on Elizabeth & Districts Junior Soccer Association, affiliated clubs and organisations, its sponsors and the sport in general. In addition, social media postings may be brought to the attention of Elizabeth & Districts Junior Soccer Association by others.

If a breach of this policy is identified, Elizabeth & Districts Junior Soccer Association may take action in accordance with the Elizabeth & Districts Junior Soccer Association relevant policies and Codes of Conducts. A breach of this policy may result in the implementation of one or more of the following sanctions:

1. Reprimand.
2. A fine to the club involved.
3. Placement of the individual on a bond.
4. Suspension from participating in a match or matches.
5. Termination of registration.
6. Ban on taking part in any Soccer related activity including as a spectator.
7. Termination of volunteer position.
8. Such other disciplinary sanction as is appropriate in all circumstances.
9. In extreme circumstances where conduct poses risk to another person or property it will be reported to the police where necessary.