

# WAFC POL.01: Social Media & Communications Policy



## POLICY BACKGROUND

The West Australian Football Commission recognises the value in using Social Media to build more meaningful relationships with affiliate clubs, communities, their members and stakeholders. Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content in ways that can be beneficial for Australian Football.

The West Australian Football Commission has an obligation to ensure that affiliated clubs maintain a safe physical and emotional environment for its members, and this includes cyber safety and the safe and responsible use of Internet and Information & Communication Technologies (ICT). Individual members also have a responsibility to use ICT in a safe and responsible way, and not bring the game into disrepute. This policy outlines the expectations of all Community Football stakeholders in ensuring we create a cybersafe environment.

By way of affiliation the AFL National Social Media Engagement Policy applies to all clubs.

1. PUBLIC STATEMENT	
1a	All media enquiries should be directed through the West Australian Football Commission. District, Club and Team representatives should not make public statements about WAFC managed competitions.
2. STATEMENT ON SOCIAL MEDIA	
2a	<p>It is important to understand that content posted on Social Media can have serious ramifications for the Person involved, the WAFC, affiliated clubs, members, commercial partners or other related organisations and individuals. This policy does not intend to discourage nor unduly limit personal expression or online activities. However the risk and damage that may be caused (either directly or indirectly) in certain circumstances should be recognised.</p> <p>Before using Social Media, the WAFC encourages all Persons to ask themselves the following questions:</p> <ol style="list-style-type: none"><li>Am I revealing any sensitive or confidential information?</li><li>Would I want my Club, Coach, team, family or friends to see this?</li><li>Will I regret my actions?</li><li>Could this negatively impact the reputation of the WAFC, a Club or Team?</li><li>Could this be seen as inappropriate, discriminatory, defamatory or in breach of any laws?</li></ol>
3. ACCOUNTABILITIES	
3a	<p>All Community Football stakeholders, including clubs and their members will create a cybersafe environment by:</p> <ul style="list-style-type: none"><li>Using the WAFC/Community Football Club's name, motto, crest and/or logo only in an appropriate way in line with the organisation's guidelines,</li><li>Using the WAFC/Community Football Club's websites to provide information about competitions, committees, policies, rules, social events or other important sport related issues,</li><li>Using SMS and/or email by officials, managers, coaches etc. to communicate organisation business and organisation sanctioned social events (via parents in the case of juniors),</li><li>Using the WAFC/Community Football Club's social network pages to promote positive organisation news and events (with permission obtained from featured individual(s) and via parents for juniors),</li><li>Ensuring content of posts or electronic communication doesn't breach any WAFC/Community Football Club policies or codes of conduct,</li><li>Ensuring content of posts or electronic communication doesn't breach state or Commonwealth law. This includes not engaging in 'sexting' where a member sends or is in possession of an</li></ul>

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	<p>inappropriate sexualised image of a person under the age of 18 years – this is a criminal offence in WA and the Police will be informed immediately,</p> <ul style="list-style-type: none"><li>• Not engaging in cyber bullying, including but not limited to:<ul style="list-style-type: none"><li>○ harassing, teasing, intimidating or threatening another person via electronic means,</li><li>○ sending or posting inappropriate digital pictures or images, email/instant/phone/text messages, or website postings (including social network sites i.e. Facebook or blogs) and is irrespective of whether the page could be viewed by the wider public or not,</li></ul></li><li>• Members will remain responsible for and be vigilant of the content and security of their individual accounts such as email, social networking (i.e., Facebook), micro blogging (i.e., Twitter), video sharing (i.e., YouTube), picture sharing (i.e., Instagram, Snapchat) and mobile phones.</li></ul>
<b>4. BREACHES &amp; PENALTIES</b>	
<b>4a</b>	<p>If there is a good faith belief that content published on Social Media is in breach of this Policy, or which is otherwise inappropriate or unlawful, the matter is to be reported to the complainant’s Club President immediately.</p> <p>It is then the responsibility of the complainant’s Club President to contact the WAFC Competitions staff requesting that they investigate the matter.</p>
<b>4b</b>	<p>Any breach of this policy may be investigated by the WAFC, and penalties may be issued at the absolute discretion of the Competition Team. Penalties include but are not limited to suspension, fines, loss of E-Points and/or sanctions.</p> <p>Any cyber-bullying or threats to participants including officials and umpires via social media will not be tolerated and may attract significant penalties.</p> <p>Previous examples of penalties have ranged from a warning to 6 match penalties for comments made on personal social media accounts. Most examples are from personal stories or blogs and have been screenshot by a friend of the victim.</p>

## SUPPORTING DOCUMENTS

[AFL National Social Media Engagement Policy](#)