

Football NT External Policy

Social media and communications policy

Football thrives on the passion of its communities. Our game is fortunate to have so many voices ready to protect and promote the sport at all levels and in every corner. Social media provides the perfect platform to discuss, analyse, appreciate and question all facets of football.

Our hope is for Football NT's own social and digital media presence to reflect the positive, exciting, supportive and inclusive nature of the game.

We have developed several guidelines to ensure the Football NT (and Talk Football) social media activity meets those objectives.

With your help, we can keep the focus on the pitch by following these preliminary guidelines on these Football NT's social media platforms – including Facebook, Twitter, Instagram and YouTube.

Purpose

The purpose of this document is to provide information to Football NT:

1. Clubs;
2. Coaches;
3. Team Managers;
4. Players;
5. Match Officials
6. Volunteers
7. Parents, guardians, friends and relatives of the above
(together 1 to 7 are considered FNT and Football's stakeholders)

on the standards and expectations of the use of social media in relation to football in the Northern Territory and what may occur if those standards are not met.

FNT recognises that social media is an important part of the way Stakeholders communicate. FNT encourages use of social media to share their experiences in football. FNT recognises the importance of the internet to improve the flow of information and to shape public thinking about our sport, about FNT, about our Stakeholders and our partners. However, FNT's public reputation is valuable and so are the reputations of our Stakeholders. For that reason, any communication on social media that is defamatory, obscene, threatening, discriminatory, racist, or which is otherwise misrepresentative of FNT or our Stakeholders is prohibited. The aim of this policy is to encourage all Stakeholders to be able to express their views on social media in a constructive way and free from harassment. This policy applies whenever any use of social media, including personal use, can be linked to FNT, or a Stakeholder's involvement in FNT football activities.

Social Media.

"Social Media" refers to websites and other applications that enable users to create and share content or to participate in social networking. Examples include: professional networking sites; blog sites; forums; discussion boards; discussion groups; and personal websites. Well known examples include Facebook, LinkedIn, Snapchat, YouTube, Instagram and so on.

Social media provides football stakeholders with opportunities to express their ideas. However, all Stakeholders need to use judgment about what type of material appears online and in what context. FNT has a zero-tolerance approach to bullying and harassment. This applies to conduct on-field, off-field, and on social media. Stakeholders

are expected to maintain in the online environment the same standard of conduct and behaviour as required offline under the FNT and FFA Codes of Conduct, various Rules, Regulations and By-Laws and any other obligations.

Official Online misconduct

The following actions and behaviours are prohibited online when linked to FNT, or a Stakeholder's involvement in FNT football activities:

- a. bullying, harassing or threatening social media posts;
- b. discriminatory, racist, homophobic or sexist language in social media posts;
- c. impersonating or falsely representing any other person, including FNT or another Stakeholder;
- d. the disclosure or use of information that is confidential to FNT or our Stakeholders;
- e. slanderous, defamatory, or libel comments about a Stakeholder, FNT, a Club, a player, a match official or the FNT board or staff;
- f. spreading false or malicious information about a Stakeholder, Club or FNT;
- g. improperly using FNT's trademarks or branding without authorisation; or
- h. posting information that brings or in FNT's reasonable opinion may be likely to bring, FNT, football, a Club, our Stakeholders or the FNT board, executive or staff into disrepute, or otherwise adversely affect or in FNT's reasonable opinion may be likely to adversely affect the image or reputation of FNT, football, a Club, our Stakeholders or the FNT board, executive or staff.

Note:

Online correspondence directed toward a person or entity, that in isolation may not amount to Misconduct, may be considered harassment where it is constant or continues after the person or club requests the correspondence cease. Where FNT becomes aware of Misconduct, FNT may investigate and may: (i). request the offending posts or materials are removed;(ii) direct the maker of the comments to apologise or make a necessary public comment such as a correction, clarification or contradiction;(iii) report any breach of any law to any local authority or wronged party; (iv) process Misconduct as per the provisions of the FFA's Grievance and Disciplinary By-laws; and/or (v) exercise any of its available rights at law.

This also applies to misconduct versus another point of view.

It is important to remember that; (i) social media Misconduct is just that: misconduct. Sometimes, a person may post an unwelcome comment, but a comment does not automatically amount to social media misconduct just because you may not agree with it; That (ii) posting a different point of view, or airing displeasure at a decision, etc, may be unhelpful and unwanted to a club or another person, but FNT will not get involved unless it amounts to Misconduct (as set out above in official misconduct); That (iii) In football, as in society generally, it is important that people get a chance to have their say and therefore FNT encourages the sharing of opinions; That (iv) FNT will only step in where in its view the engagement in social media amounts to Misconduct as outlined above.

Actions

Any person who suspects online Misconduct has occurred should advise FNT via telephone or e-mail. We strongly suggest that you don't get involved in an online debate with the other person for all the world to see as that often just inflames the situation. Rather, report the matter to FNT.

Take a photo or screenshot of the misconduct and provide it to FNT to help with the investigation. This is important because people have the ability to delete postings and without such images sometimes it can be difficult for FNT to proceed.

All suspected or actual breaches will be dealt with in accordance with the provisions of the FNT Social Media policy and procedures and any other Rules, Regulations, By-Laws or contracts of employment as appropriate.

If a matter is reported to FNT, and it turns out that FNT does not consider the matter amounts to Misconduct, FNT can still request the material to be removed if it is offensive or embarrassing. Further, provided that a report to FNT is made in good faith and not out of malice, there is no sanction from FNT for reporting suspected social media misconduct to FNT, even if the matter doesn't end up being considered Misconduct.

Note: To avoid committing any actions on social media that constitute misconduct, remember the following points when posting any information online: (i). protect the privacy of others by not posting their private or personal information (for example, photographs, private addresses and phone numbers) in any social media channel without permission; (ii). represent your own views only, and do not impersonate or falsely represent any other person; (iii). do not be abusive and do not harass or threaten others; (iv). do not make defamatory or libelous comments or use obscene or offensive language; (v). do not post material that infringes the intellectual property rights of others. Make sure you are entitled to use images, photos or trademarks before you use them; (vi). if posting images of minors, obtain permission to do so. See the FNT Video and Photography guidelines for more information; and (vii). do not make excessive postings on a particular issue, as posts which in isolation may not amount to Misconduct, may be considered harassment where they are constant or continue after the person requests they cease.

Legislation

All Stakeholders should be aware that aside from FNT policies and the FFA and FNT Codes of Conduct, communication online is subject to legislation as for other forms of communication. Australian citizens have been prosecuted for offensive, threatening and inappropriate online carriage activities. More information can be found on the Australian Communications and Media Authority website at <http://www.cybersmart.gov.au>

FNT's Social Media Policy should be read and considered in accordance with the FFA and FNT Codes of Conduct Policies, FNT's Photography and Video Guidelines and FNT's Child Safe Organisation Guidelines. For further information, please contact your Club President or the FNT Office Manager.

FNT and Club External Communications Policy

Please note only the FNT CEO will speak for Football and the organization in the first instance as will also the Presidents of our Clubs speak on behalf of their respective Clubs. The FNT CEO and Club Presidents will also be the only spokespeople respectively for FNT, for Football and for Club matters through the traditional and digital media outlets unless another stakeholder is permitted in writing to do so by FNT. The FNT President may when required undertake communications with external stakeholders and traditional and digital media outlets.