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## **NEBFFL Cyber Safety & Social Media Policy**

In an increasingly "Social" world, AFL North East Border Female Football League (NEBFFL) and all its members must adhere to an appropriate Social Media Policy. This Policy is intended to provide guidelines and to protect the players, officials, club members, umpires and the wider football community. We expect our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the league and clubs.

This policy applies to all persons who are involved with the activities of North East Border Female Football League (NEBFFL), whether they are in a paid or unpaid/voluntary capacity and including:

- Players;
- coaches and assistant coaches, support personnel, including team managers, runners, trainers and others;
- umpires and other officials;
- parents, spectators and family members;
- life members of the NEBFFL;
- NEBFFL board members, Club Committees and sub-committees;

Social networking sites like Facebook, Twitter, Snapchat and YouTube can be a great way for clubs to provide information, promote their sport, their activities and successes.

As with off-line communities, some social media users can act anti-socially and show disrespect for their online community with little consideration of the social and potentially legal implications. Issues like bullying and harassment, unwanted or inappropriate contact, uploading of inappropriate or offensive content can cause issues for individual club members or the club involved.

All social media postings, blogs, status updates and tweets are treated as public 'comment'. Players, officials, club members and supporters are reminded that Social Networking postings, whilst you may think they remain in a private domain can be seen by others or made public.

### **Policy breaches**

Breaches of this policy include but are not limited to:

- Using NEBFFL's name and/or logo in a way that would result in a negative impact for the league, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Must not be misleading, false or injure the reputation of another person
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.



- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing NEBFFL, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Think before you post any content, video, images or text, online. You can put it up, but you can't necessarily take it down. Ask before posting images or stories about others. What you see as harmless fun may be embarrassing and humiliating for them and create a poor club image

### **Rationale**

The NEBFFL has an obligation to maintain a safe physical and emotional environment for league officials, staff, registered players, umpires, coaches, club members, parents, spectators and sponsors. This responsibility is increasingly being linked to the use of the Internet and Information & Communication Technologies (ICT), and has seen the emergence of a number of related Cyber-Safety issues. The Internet and ICT devices/equipment bring great benefits to all users.

The NEBFFL places a high priority on the acceptable use of ICT devices/equipment which will benefit members however; it recognises that the presence in the sporting arena of these technologies can also facilitate anti-social, inappropriate, and even illegal behaviour and activities. The NEBFFL aims, therefore, to maximise the benefits of these technologies, while at the same time to minimise the dangers and manage the risks.

### **Images of Children**

Images of children and adults should not be used inappropriately or illegally. Wherever possible, obtain permission from a child's parent/guardian before taking an image of a child that is not their own and ensure that the parent knows the way the image will be used. The privacy of others needs to be respected and clubs should disallow the use of camera phones, videos and cameras inside changing areas, showers and toilets.

Clubs or Associations displaying an image of a child should avoid naming or identifying the child or, wherever possible, avoid using both the first name and surname. Do not display personal information such as residential address, email address or telephone numbers without gaining consent from the parent/guardian.

Additional information such as hobbies, likes/dislikes, school, etc should not be included as this information can be used as grooming tools by paedophiles or other persons.

It is the responsibility of the organisation to only use appropriate images of a child, relevant to the sport and ensure that the child is suitably clothed in a manner that promotes the sport.



## **Cyberbullying**

Cyberbullying includes, but is not limited to, the following misuses of technology: harassing, teasing, intimidating, racially vilifying or threatening another person by sending or posting inappropriate and hurtful e-mail messages, instant messages, text messages, phone messages, digital pictures or images, or Web site postings (including social network sites e.g. Facebook or blogs) and the sending, receiving and/or possession of naked or sexually explicit images of a person.

Club members must also be aware that postings from their individual accounts, whether done by themselves or another person will remain the responsibility of the account owner.

All members of the NEBFFL and individual clubs must be aware that in certain circumstances where a crime has been committed, they may also be subjected to a criminal investigation by Police over which the league and/or club will have no control. This particularly applies to 'sexting' where the image is of a person under the age of 18 years whereby Police will be informed immediately a club becomes aware of the situation.

## **Procedure**

NEBFFL and/or club officials or members who feel that they have been the victims of such misuses of technology should save and store the offending material on their computer, mobile phone or other device. They should then print a copy of the material and immediately report the incident to the relevant club/league representative.

All reports of cyberbullying and other technology misuses will be investigated fully and may result in a notification to Police where the NEBFFL or club is legally obliged to do so.

If the NEBFFL and/or individual League's executive receives a complaint about an online issue, the allegations will be forwarded to the League Operations Manager.

If there is evidence, charges will be laid and the complaint will proceed to the league's Independent Tribunal, the same as if the investigation relates to physical violence or other reportable offences.