

POLICY STATEMENT USE OF SOCIAL MEDIA



1.0 Purpose

Social media (see 2.0 below for definition) offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member based organisation, American Football Queensland (AFQ) recognises the benefits of social media as an important tool of engagement and enrichment for its members.

AFQ, its regions and clubs have long histories and are highly respected organisations. It is important that AFQ's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their association with AFQ and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves and behave appropriately and in ways that are consistent with AFQ's stated values and policies.

This policy aims to provide some guiding principles to follow when using social media. This policy does NOT apply to the personal use of social media platforms by AFQ members or staff where the AFQ member makes no reference to AFQ or related issues.

2.0 Scope

This policy applies to AFQ members, players, participants, volunteers, staff or any individual representing them or passing themselves off as being a member of AFQ.

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Instagram, X or TikTok);
- Content sharing including Flickr (photo sharing) and YouTube (video sharing);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards); or
- Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect affiliated members, members, colleagues, clients, sponsors or American Football Queensland as an organisation.



3.0 Guiding Principles

3.1 The web is not anonymous. AFQ players, members and staff should assume that everything they write can be traced back to them.

3.2 Due to the unique nature of AFQ in Queensland, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think and say in their capacity as a volunteer for American Football Queensland.

American Football Queensland considers all members of AFQ are its representatives.

3.3 Honesty is always the best policy, especially online. It is important that AFQ members think of the web as a permanent record of online actions and opinions.

3.4 When using the internet for professional or personal pursuits, all members must respect the AFQ brand and follow the guidelines in place to ensure AFQ's intellectual property or its relationships with sponsors and stakeholders is not compromised. (See 5.0 below) or the organisation is brought into disrepute.

4.0 Usage

4.1 For AFQ members and staff using social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
- Must not comment on, or publish, information that is confidential or in any way sensitive to AFQ, its affiliates, partners or sponsors;
- Must not insult, denigrate, humiliate, or embarrass other AFQ members, staff affiliates or people in the game of american football.
- Must not bring the organisation or american football into disrepute.

For AFQ staff using social media, such use:

- Must not interfere with work commitments.

Furthermore, AFQ members and staff may not use the AFQ brand (see 5.0 below) to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent the views of AFQ.



5.0 Branding and Intellectual Property (IP)

It is important that any trademarks belonging to AFQ or any region or club are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else”). Trademarks include:

AFQ, Region and Club logos

Images depicting american football volunteers, staff and/or equipment, except with the permission of those individuals;

Other AFQ imagery including American Football Queensland “Sundevils” and “Irukandji” brands.

6.0 Official American Football Queensland (AFQ) blogs, social pages and online forums

When creating a new website, social networking page or forum for staff/club member use, care should be taken to ensure the appropriate person at a club/region/state level has given written consent to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos and images. Images of minor children may not be replicated on any site without the written permission of the child’s parent and/or guardian.

For Official AFQ blogs, social pages and online forums:

- Posts must not contain, or link to, pornographic or indecent content or anything which could be deemed inappropriate;
- Some hosted sites may sell the right to advertise on their sites through “pop up” content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the “pop up” content cannot be controlled;
- AFQ employees must not use AFQI online pages to promote personal projects; and
- All materials published or used must respect the copyright of the third parties.

7.0 Consideration towards others when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. AFQ members and staff must recognise that it may not be appropriate to share photographs, videos and comments this way. For example, there may be an expectation that photographs taken at a private AFQ event will not appear publicly on the internet. In certain situations AFQ members or staff could potentially breach the privacy act or inadvertently make AFQ liable for breach of copyright.



AFQ members and staff should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

Under no circumstances should offensive comments be made about AFQ members or staff

online. **8.0 Breach of Policy**

AFQ, its regions and clubs continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to AFQ.

If detected, a breach of this policy may result in disciplinary action from AFQ. A breach of this policy may also amount to breaches of other AFQ policies. This may involve a verbal or written warning or in serious cases, termination of your employment or engagement with AFQ. AFQ members may be disciplined in accordance with AFQ disciplinary regulations.

Any post by any member is subject to the Code of Conduct and the Member Protection By law (Refer: Part D1 ABF Member Protection Policy-Specific Codes of Conduct/Behaviour) and that anything posted on a web site, blogs, social pages etc. which would if said be a breach of the Code of Conduct is similarly a breach of the Code of Conduct if published on the internet.

9.0 Consultation or Advice

This policy has been developed to provide guidance for AFQ members and staff in a new area of social interaction. AFQ members or staff who are unsure of their rights, liabilities or actions online and seek clarification should contact American Football Queensland.