

AFL TOWNSVILLE UMPIRES ASSOCIATION

SOCIAL MEDIA POLICY



AFL Townsville Umpires Association recognises that:

- Social Media has increasing prevalence in both the professional and private lives of its members. 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 the Association.
- Recognising that commonly held perceptions of “social media” are likely to change from time to time, “Social Media” for the purpose of this Social Media Policy is specifically not limited to certain digital platforms.
- As per AFLTUA Constitution, only certain committee members are permitted to speak to media outlets, this also extends to media on Social Media platforms.
- This Policy applies to all Social Media channels, regardless of whether they are officially managed by AFLTUA.

Accordingly, the following policy shall apply to all members, administrators, officials, coaches, players, spectators, visitors, and other volunteers and/or or staff of the association

GENERAL

This policy aims to:

- Provide guidance on use of Social Media platforms
- Promote a safe Social Media environment for members to share Association related content

For explanatory purposes, AFLTUA requires that social media posts:

- must not offend, intimidate, humiliate, or bully another person
- must not be misleading, false or injure the reputation of another person
- should respect and maintain the privacy of members
- must not bring the Association into disrepute

AFLTUA will:

- Inform individuals about the Association’s Social Media Policy
- Encourage appropriate use of Social Media platforms
- Remove inappropriate content from AFLTUA Social Media platforms as required
- Counsel any person using AFLTUA Social Media Platforms if required
- Monitor and/or approve posts on our Social Media platforms.

Members will:

- Be aware of the Social Media Policy
- Take responsibility for their own comments and posts made on Social Media platforms
- Members posting on AFLTUA social media platforms should restrict content to relevant topics.

NON-COMPLIANCE

All social media postings, regardless of platform, are public ‘comment’. Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate, or humiliate another member, as outlined in our code of conduct.

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Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging, or website) is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain may be liable for defamation.

POLICY PROMOTION

The association will promote the Social Media Policy by:

- Putting a copy of the policy in printed member/player information and on the website.
- Promoting the Social Media Policy through the association's social media.
- Displaying a copy of the policy in the association social rooms.
- Periodic announcements to members at functions.

POLICY REVIEW

- This policy will be reviewed annually, or as required, recognising Social Media is a rapidly changing communications tool.

Last Reviewed: September 2020