



## REGULATION H:03.22

### Social Media Policy

#### *Summary*

This Policy provide information about:

➤ **Regulation H – 03.22 Social Media Policy**

that the Joint Zone Associations Competitions will operate under.

The Regulations, Procedures and Policies in conjunction with the Constitution and By-Laws of the Zone Association shall, with the approval of NSW Football and duly Registered with FA, apply from the date of approval and shall take precedence over any previous Regulations of the Zone Association.

Issued by the Joint Board of Directors of Macquarie Football, Newcastle Football, and Hunter Valley Football.

Issued: **February 2024**

Review: **January 2025**

<b>Contents</b>		<b>Page</b>
<b>1</b>	<b>POLICY OVERVIEW AND PROCESS</b>	<b>3</b>
<b>2</b>	<b>DEFINITION OF SOCIAL MEDIA</b>	<b>5</b>
<b>3</b>	<b>GUIDING PRINCIPLES</b>	<b>6</b>
<b>4</b>	<b>PROCEDURES FOR USAGE SOCIAL MEDIA</b>	<b>6</b>
<b>5</b>	<b>OFFICIAL ZONE ASSOCIATIONS MEMBERS BLOGS, SOCIAL PAGES, AND ONLINE FORUMS</b>	<b>7</b>
<b>6</b>	<b>PERSONAL USE OF SOCIAL MEDIA</b>	<b>7</b>
<b>7</b>	<b>GUIDELINES</b>	<b>9</b>
<b>8</b>	<b>COMPLIANCE OR POLICY BREACH</b>	<b>13</b>
<b>9</b>	<b>CONSULTATION OR ADVICE</b>	<b>19</b>
	<b>REFERENCES</b>	<b>19</b>
	<b>RESOURCES</b>	<b>19</b>

## SOCIAL MEDIA POLICY

### 1. POLICY OVERVIEW AND PURPOSE

Social media has and is changing the way we communicate.

Social media allows people the opportunity to gather in online communities of shared interest and create, share, or consume content.

Regardless of whether or not you have chosen to be an active user of a social media platform or platforms, there is no denying that the impact and use of social media is now mainstream, and that the world is becoming a much smaller place as a result.

As a member-based organisation, the Joint Zones Associations recognises the benefits of social media as an important communication tool of engagement and enrichment for our members.

It is important that the reputation of the Zone Associations, its affiliated associations, branches, Member clubs and the sport of football generally is not tarnished or is brought into disrepute by anyone using social media communication tools inappropriately, particularly in relation to any content that might reference an individual Zone Association or any of its Stakeholders.

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

This policy applies to all persons who are involved in the activities of the Joint Zones Associations, whether they are paid in a paid, or unpaid/voluntary capacity.

The purpose of this policy is to provide some information and guiding principles for all the Joint Zone Associations stakeholders, who are:

- a. Member Clubs, Branches and Associations,
- b. Members, including Life Members,
- c. Employees of the Zone Associations,
- d. Players,
- e. Team Officials (Coaches and Managers),
- f. Support personnel, sport trainers, physiotherapists, etc.,
- g. Match Officials,
- h. Persons appointed or elected to Zone Associations Boards, committees, or sub-committees,
- i. Volunteers including Parents, Caregivers, Guardians, and friends; and
- j. Other football related groups

to follow in regards the standards and expectations when using social media in relation to football in the Zone Associations and what may occur if those standards and/or expectations are not met or have been breached.

This policy ***does not apply*** to the personal use of social media platforms by the Joint Zone Associations members, employees or stakeholders that makes no reference to the Joint Zones Associations, Member Zone Association, Member club or any related football issues.

The Zones Associations recognises that social media has now become an important part of the way in which our Stakeholders communicate.

The Zones Associations actively encourages the use of social media to share their experiences in football.

The Zones Associations recognises the importance of the internet to improve and increase the flow of information, level of communication and to shape public thinking about our Zone Associations and our Stakeholders.

However, the Joint Zones Association's public reputation is valuable and so are the reputations of all our Stakeholders.

For that reason, any communication on social media that is defamatory, obscene, threatening, discriminatory, harassing, racist, vilifies, or which is otherwise misrepresentative of the Zone Associations, or our Stakeholders is prohibited.

The aim of this policy is to encourage all our Stakeholders to be able to express their views on social media in a constructive way and free from the threat of violence or harassment.

This policy covers all forms of social media the policy applies to all forms of social media, whenever any use, including personal use, can be linked to the Zone Associations, or a Stakeholder's involvement in the Zone Associations or football activities.

This policy was developed to sit under the framework of Regulation H Member Protection Policy.

This policy has been developed to inform football community about using social media, so people feel enabled to participate while being mindful of their responsibilities and obligations.

In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy contains Zone Associations guidelines for the Zone Associations community to engage in social media use.

It also includes details of breaches of the policy.

The intention of this policy is to establish and to develop a culture of openness, trust, responsibility, and integrity in all our online activities.

## **2. DEFINITION OF SOCIAL MEDIA**

‘*Social media*’ involves a variety of content created by people online by using highly accessible and available publishing technologies.

Social media is very distinct from what we regarded as traditional media such as newspapers, television, film, and video.

Social media comprises of accessible publishing tools which are relatively inexpensive and that enable anyone either corporate or even private individuals to create, share, publish or access information through participating in social networking while traditional media generally require significant resources and research to publish information.

Social media may include, but is not limited to:

- \* social networking sites (e.g., Facebook, Google+, LinkedIn, Yammer, Snapchat)
- \* video and photo sharing apps (e.g., Instagram, YouTube, Tik Tok, Pinterest, Zoom)
- \* blogs, including corporate blogs and personal blogs, Tumblr
- \* blogs hosted by media outlets (e.g., comments or your say feature)
- \* micro-blogging (e.g., X (formerly Twitter))
- \* review and survey sites
- \* wikis and online collaborations (e.g., Wikipedia)
- \* forums, discussion boards and groups (e.g., Google groups, Whirlpool)
- \* video on demand (VOD) and podcasting
- \* online multiplayer gaming platforms (e.g., World of Warcraft, Xbox Live, etc.)
- \* instant messaging (including SMS, WhatsApp, Viber, Skye)
- \* geo-spatial tagging (Foursquare, Yelp)
- \* Public and private online forums and discussion boards
- \* Any other online technologies that allow individual users to upload and share content.

The intent of this policy is to include anything posted online where information is shared that might affect members, employees, colleagues, of the Joint Zones Associations as an organisation and the reputation of football in general.

### 3. GUIDING PRINCIPLES

The internet, its platforms, and linked applications (apps) is not anonymous.

An “**app**”, which is short for “**application**,” is a type of software that can be installed and run on a computer, tablet, smartphone, or other electronic devices.

An app most frequently refers to a mobile application or a piece of software that is installed and used on a computer or mobile phone.

Joint Zone Associations Members and staff should assume that everything they put into writing or visual presentations online, can be traced back to them from any source.

Due to the unique nature of Joint Zones Associations, the boundaries between a Zone Associations Member and employee’s profession, volunteer time and social life can often become blurred.

It is therefore essential that employees and Members make a clear distinction between what they do, think, or say in their capacity as an employee or Member of the Zone Associations.

The Joint Zones Associations considers all employees and Members of the three Zone Associations as our representatives.

When using the internet for professional or personal pursuits, all employees and Members must respect the Joint Zones Associations, all Association Members, Branches, Member Clubs, other employees, Members, and anybody else involved in football and associated activities to follow the guidelines in place to ensure that football’s intellectual property or its relationships with all stakeholders is not compromised or the Zone Associations and football is brought into disrepute.

In circumstances where guidance about social media issues has not been given in this policy, we suggest:

- you use common sense, or
- seek out advice from the Zone Associations who have approved the policy.

### 4. PROCEDURES FOR USAGE OF SOCIAL MEDIA

For all Joint Zones Associations Members (Clubs, players, Team Officials, Match Officials, volunteers, etc.,) and employees 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 in anyway,
- **Must not** bring the organisation or football into disrepute, or
- **Must not** otherwise be in breach of the FA Code of Conduct.

For Zone Association employees using any type of social media, such use **must not** interfere with work commitments.

## 5. OFFICIAL ZONE ASSOCIATIONS MEMBERS BLOGS, SOCIAL PAGES, AND ONLINE FORUMS

When creating a new website, social networking page or forum for employees, Zone Association Members, Member Clubs, competitions, or Members generally, care should be taken to ensure the appropriate person has given authorisation/permission to create the page or forum.

Similarly, appropriate authorisations/permissions must be obtained for the use of logos or images.

Images of children **may not** be replicated on any site without the written permission of the child's parents, caregivers and/or guardians.

For official Zone Associations blogs, social pages, and online forums:

- Posts must not contain, nor link to pornographic or indecent content,
- 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 forum or social pages as the nature of “pop up” content cannot be controlled,

- Zone Association employees must not use the Zone Association's online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

## 6. PERSONAL USE OF SOCIAL MEDIA

The Zone Associations recognises that any individual may wish to use social media in their personal life.

Social media has become an integral part of modern life.

It keeps us in touch with friends and family, it informs us about our world, and it gives us a platform allowing us to be heard.

Social media can be a powerful force for good, and we want to encourage all Zone Associations members and stakeholders to use social media in positive ways.

### **Note:**

This policy **does not apply to** personal use of social media where it is not related to or there is no reference to the Zone Association's business, competitions, Member Clubs, teams, players, Team Officials, Match Officials, members, or reputation.

However, any misuse by you of social media in a manner that does not directly refer to the Zone Associations, may still be regulated by other policies, or Rules and Regulations of the Zone Associations.

This policy does not intend to discourage nor unduly limit your personal expression or online activities.



However, you should recognise the potential for damage to be caused (either directly or indirectly) to the Zone Associations, Member Club, Officials and stakeholders in certain circumstances via your personal use of social media when you can be identified as a Zone Association stakeholder.

Accordingly, you should comply with this policy to ensure that the risk of such damage is minimised.

You are personally responsible for the content you publish in a personal capacity on any form of social media platform.

Ignorance is not a legal defence.

When in doubt, you should seek guidance from the Zone Association or Member Club on how to comply with the following obligations.

Where your comments or profile can identify you as a Zone Association Stakeholder, **you must:**

- ***only*** disclose and discuss publicly available information,
- ***ensure*** that all content published is accurate and not misleading and complies with all relevant Zone Associations Rules, Regulations and Policies,
- ***expressly*** state on all postings (identifying you as a Zone Associations stakeholder) that the stated views are your own and are not those of the Zone Associations, Member Club or Branches,
- ***be*** polite and respectful to all people you interact with,
- ***adhere*** to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment, racism, vilification, and other applicable laws, and the Zone Associations Social Media and Code of Conduct policies.

**You must not:**

- ***post*** material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order, a breach of child protection issues, or is otherwise unlawful,
- ***imply*** you are authorised to speak on behalf of the Zone Associations or Member Clubs, or give the impression that any views you express are those of the Zone Associations or Member Clubs,
- ***use*** your email address or any Zone Association or Member Clubs logos or insignia that may give the impression of official support or endorsement of your personal comment,



- *use* the identity or likeness of another employee, contractor or other member of the Zone Associations or Member Clubs,
- *use* or disclose any confidential information or personal information obtained in your capacity as an employee/Member Club Committee Member of the Zone Associations,
- *make* any comment or post any material that might otherwise cause damage to the Zone Association's or Member Club's reputation or bring it or football into disrepute.

## 7. GUIDELINES

You are required to adhere to the following guidelines when using social media related to the Zone Associations or their business, competitions, teams, players, club members, Team Officials, Match Officials, members, or reputation.

### 7.1 Use Common Sense

Whenever you are unsure as to whether or not the content you wish to share is inappropriate, seek advice from others before doing so or refrain from sharing the content to be the safe side.

When using social media, the lines between public and private, personal, and professional, may be blurred.

Remember, you are an ambassador for the Zone Associations, Member Club or Officials.

### 7.2 Protecting Your Privacy

Be smart about protecting your and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately.

Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access.

You should also be cautious about disclosing your personal details.

### 7.3 Honesty

Your honesty – or dishonesty – may be quickly noticed in the social media environment.

**Do not** say anything that is dishonest, untrue, or misleading.

If you are unsure, check the source and the facts before uploading or posting anything.

The Zone Associations recommends erring on the side of caution – if in doubt, do not post or upload.

**Do not** post anonymously, using pseudonyms or false screen names.

Be transparent and honest.

Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out.

If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous.

You should assume that all information posted online can be traced back to you.

You are accountable for your actions both online and offline, including the information you post via your personal social media accounts.

## 7.4 Use of Disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or affiliated with (e.g., Member of Zone Association) and that anything you publish is your personal opinion and that you are not representing the opinion of or speaking officially for.

A possible disclaimer, such as:

*“This is my personal opinion, and it does not in any way represent the opinion of .....*”

This is good practice and is encouraged, but don’t count on it to avoid trouble – it may not have legal effect.

## 7.5 Reasonable Use

If you are an employee of the Zone Associations, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

## 7.6 Respect Confidentiality and Sensitivity

When using social media, you must maintain the privacy of all the Zone Associations Stakeholder’s confidential information.

This includes information that is not publicly accessible, widely known, or not expected to be shared outside of the Zone Associations.

Remember, if you are online, you are on the record – much of the content posted online is public and searchable.

Within your authorisation by the Zone Associations Stakeholder, it is perfectly acceptable to talk about the Zone Associations Stakeholder and have dialogue with the community, but it is not okay to publish confidential information of the Zone Associations Stakeholder.

Confidential information includes things such as details about the Zone Associations litigation, financial information, investigations, disciplinary matters, members personal details, etc.

When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given.

You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental but directly related to an individual.

This is particularly relevant to publishing any information regarding minors.

In such circumstances, parental or guardian consent is mandatory.

## **7.7 Gaining permission when publishing a person's identifiable Image**

You must obtain express permission from an individual to use a direct, clearly identifiable image of a person.

You should also refrain from posting any information or photos of a sensitive nature.

This could include accidents, incidents, or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

## **7.8 Complying with applicable laws**

Do not post or link to content that contains illegal or indecent content, including defamatory, pornography (adult or child), racist, vilifying, or misleading and deceptive content.

## **7.9 Abiding by copyright laws**

It is critical that you comply with the laws governing copyright in relation to material owned by others and the Zones Association's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to original author/source.

It is good practice to link to others' work rather than reproduce it.

## **7.10 Discrimination, sexual harassment, and bullying**

The public in general, and the Zones Association's employees, members, and stakeholders, reflect a diverse set of customs, values, and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, vilifying, sexist or otherwise inappropriate.

When using social media, you are bound by the Joint Zones Association's values and Anti-Discrimination, Anti-Bullying and Harassment, Child Protection, Code of Behaviour, Match Official Abuse, Privacy, Sexual Harassment, Racial and Religious Vilification Policies.

## **7.11 Avoiding controversial issues**

Within the scope of your authorisation by the Zone Associations, Member Clubs, Members, Associations, Branches or Teams, if you see misrepresentations made about the Zone Associations, Member Clubs, Members, Associations, Branches or Teams in the media, you may point that out to the relevant authority in your Zone Association.

Always do so with respect and with the facts.

If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

## **7.12 Dealing with mistakes**

If you or the Zone Associations, Member Clubs, Members, Associations, Branches or Teams makes an error while posting on social media, be up front about the mistake and address it quickly.

If you choose to modify an earlier post, make it clear that you have done so.

If someone accuses your Zone Associations, Member Clubs, Members, Associations, Branches or Teams of posting something improper (such as copyrighted material or a defamatory comment about them), address it promptly and appropriate and if necessary, seek legal advice.

## **7.13 Conscientious behaviour and awareness of the consequences**

Keep in mind that what you write and/or publish is your responsibility, and failure to abide by these guidelines could put your Membership/employment at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

## 7.14 Branding and Intellectual Property of the Zone Associations, Member clubs, Associations or Branches

You must not use any of the Zone Associations', Member Clubs', Associations', or Branches' intellectual property or imagery on your personal social media platforms without prior approval from your Zone Association, Member Club, Association, or Branch.

**'Branding'** refers to the process of building a positive perception of your company, products, and services, using marketing communications such as email, social media, print, advertising, and more.

**'Intellectual Property'** refers to creations of the mind.

- It can be an invention (patent / utility model), a design (industrial design), a brand name (trademark), or a literary (slogans) and artistic work (logos, copyright).

Imagery that has been posted on your Zone Associations', Member Clubs', Associations', or Branches' official social media sites or website.

You **must not** create an official or unofficial Zone Associations', Member Clubs', Associations', or Branches' presence using the Zone Associations', Member Clubs', Associations', or Branches' trademarks or name without prior approval from the Zone Associations, Member Clubs, Associations, or Branches.

You **must not** imply that you are authorised to speak on behalf of the Zone Associations, Member Clubs, Associations, or Branches unless you have been given official authorisation to do so by a member of the Executive Committee or a Senior Administration Officer.

Where permission has been granted to create or administer an official social media presence for the Zone Associations, Member Club, Association, or Branch, you must adhere to the Zone Associations, Member Club, Association, or Branch Branding Guidelines.

## 8. COMPLIANCE OR POLICY BREACH

Depending on the situations, non-compliance with this policy may constitute a breach of employment, contractual obligations, misconduct (under the Zone Association's Code of Behaviour Policy), sexual harassment, discrimination, or some other contravention of the law.

Those who fail to comply with this policy may face disciplinary action under the Zone Association's Constitution and By-Laws.

A breach of this policy may also amount to breaches of other governing documents including its Constitution, By-Laws, and other policies.

This may involve a verbal or written warning or in serious cases, termination of their employment or engagement with the Zone Association including suspension of membership.

## 8.1 Policy Breaches

Breaches of this policy include, but not limited to:

- Using the Zone Association's name, motto, crest and/or in a way that would result in a negative impact for the Zone Associations, Member clubs, and/or our members/stakeholders.
- Posting, transmitting, uploading, or sharing any content that is abusive, harassing, threatening, demeaning, belittling, defamatory, vilifying, or libellous.
- Posting, transmitting, uploading, or sharing any content that includes insulting, obscene, offensive, provocative, or hateful language.
- Posting, transmitting, uploading, or sharing any content which if said in person during the playing of a football game, would result in a breach of the playing Rules and Regulations of the game.
- Posting, transmitting, uploading, or sharing any content that is in breach of the Zone Associations' Anti-Discrimination, Sexual Harassment, Racial and Religious Vilification, or other similar Zone Associations policies.
- Posting, transmitting, uploading, or sharing any content that is a breach of any State or Federal laws.
- Posting, transmitting, uploading, or sharing any material to any social media platform that infringes the intellectual property rights of others.
- Posting, transmitting, uploading, or sharing any material that brings, or risks bringing the Zones Associations Stakeholders, the sport of football into disrepute.

In this context, bringing a person, association, branch, member, or officials into disrepute is to lower the reputation of that person, associations, branches, members, or officials in the eyes of all other stakeholders involved in football and the public.

## 8.2 Disparaging Public Statements

Engaging in any form of ridicule, mockery, or scorn, is not keeping with the Zone Associations image of fair play, and it violates Zone Association's code of behaviour.

So please ***do not*** engage in any form of ridicule, mockery, or scorn of any member, participant of Zone Association competitions, other associated football activities, or the Zone Association for that matter.



In Australia disparagement is illegal, and disparagement of an individual can lead to libel or slander claims.

Avoid commenting on any member, participant of Zone Association competitions, other associated football activities, or the Zone Association for that matter, in general.

Comments should always be fair and balanced using only public information.

Any Zone Association member, participant of Zone Association competitions, or other associated football activities ***must not*** post, upload, transmit, or share on social media any statement in public, including any contribution to television, radio or print media that is:

- a. disparaging or derogatory towards a Zone Association Match Official, opposition team (Players or Team Officials), Member Club or any other Zone Association member.
- b. disparaging or critical of a Zone Association, or any Zone Association disciplinary, policy or other decision, without reasonable basis or justification; or
- c. comments on any matter the subject of a current hearing before the Zone Association Administration – Disciplinary, Disciplinary Committee or the Appeals Tribunal.

Where a statement made by a Zone Association member, participant of Zone Association competitions or other associated football activities, in the absolute opinion of Zone Association, constitutes a breach of paragraph 1, the Member Club will be subject to sanction under this policy, independent of any sanction Zone Association has chosen to impose against the Zone Association participant of Zone Association competitions or other associated football activities, who has made the statement.

### 8.3 Reporting a breach

If you notice inappropriate or unlawful content online relating to the Zone Associations or any of its members, participants of Zone Association competitions, other associated football activities or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

- a. ***What to do.***

***If you are worried about your immediate safety call Triple Zero (000) now.***

If someone is abusive, threatens you, approaches you with offensive material, makes unwanted sexual comments, or attempts to reveal your personal information online (also known as doxing):

- take screenshots and keep them as evidence



- block the person
- report them to the game, voice-chat, or messaging service, as well as informing your Zone Associations (*as per Regulation H, Attachment 2 and 3 lodged through your Member Club Secretary*).
- if you don't hear back from the online platform, service, or Zone Associations, contact eSafety.

Find out more about how to report.

- contact your local police if threats to your personal safety are made

Further information about reporting breaches:

- For a complaint about the misuse of social media relating to a match or competition that occurs either prior to during or after a match; refer to *Regulation H - Member Protection Policy, Attachment 2 and 3, lodge complaint through your Member Club Secretary*.
- For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular match; refer to *Regulation H - Member Protection Policy, Attachment 2 and 3, lodge complaint through your Member Club Secretary*.

**b. Investigation**

Alleged breaches of this social media policy may be investigated according to *Regulation H - Member Protection Policy, Attachment 2 and 3*.

Where it is considered necessary and indeed serious, the Zone Associations may report a breach of this social media policy directly to the police.

**c. Disciplinary process, consequences, and appeals**

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the Joint Zones Associations Regulations G - Disciplinary Rules & Procedures and Regulation H – Member Protection Policy

Employees of the Zone Associations who breaches this policy may face disciplinary action up to and including termination of employment in accordance with the Zone Associations Member Protection Policy or any other relevant policies or contracts.

**d. Appeals**

Any person who is sanctioned under the disciplinary procedures for breach of this policy may have a right of appeal under the Joint Zone Associations Regulation G - Disciplinary Rules & Procedures – G12.

**Note:**

The Zone Associations Administrator- Disciplinary will consider the right of appeal covered under the relevant policies:

- Anti-Bullying and Harassment
- Anti-discrimination
- Child Protection
- Codes of Behaviour
- Match Official Abuse
- Pregnancy
- Privacy
- Sexual Harassment
- Social Justice
- Social Media

Other legal considerations that also may be applicable include but are not limited to:

- Defamation,
- Intellectual property laws, including copyright and trademark laws, Privacy, confidentiality, and information security laws,
- Ant-discrimination laws,
- Employment laws,
- Advertising standards,
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal Opportunity laws,
- Contempt of Court, and
- Gaming Laws.

Additionally, if you see something being shared related to the Zone Association on a social media platform that shouldn't be happening, immediately inform

The Joint Zones Associations supports transparency, accuracy, honesty, and authenticity.

If the Zone Associations find any information, statements, pictures, videos, or claims that are false or misleading, the Zone Association Administrator – Competition or Disciplinary will contact you to make the appropriate correction or inform you that the authorities have been informed.

Social media is rapidly changing, and the Zone Associations aim to have this policy evolve along with it.

Check back frequently to make certain the policy hasn't changed to keep pace.

## 9. CONSULTATION OR ADVICE

This policy has been developed to provide guidance for the Joint Zone Associations Members and employees in the reasonably new area of social interaction. The Joint Zone Associations Members and employees who are unsure of their rights, liabilities or actions online and seek clarification, should contact the Zone Associations directly.

## REFERENCES:

Football NSW: [Social Media Policy](#)

Football Victoria: [Social Media Policy](#)

Play by the Rules: [Social Media Policy Template](#)

Tasmanian AFL: [Social Media Engagement Policy](#)

## RESOURCES:

e-Safety Commissioner: [Distressing Content](#)

Approved and Issued: February 2024

Assessment/Review: **January 2025**