



FOOTBALL

CENTRAL QUEENSLAND

SOCIAL MEDIA POLICY

Competition Rules Appendix C



FOOTBALL CENTRAL QUEENSLAND SOCIAL MEDIA POLICY

PURPOSE

Social media offers the opportunity for people to use the internet on PCs and mobile devices in order to gather in online communities of shared interest and create, share or consume content. As a member based organisation, Football Central Queensland (**FCQ**) recognises the benefits of social media as an important tool of engagement and enrichment for our members.

It is important that the reputation of FCQ as the Zone charged with administering football, its affiliated associations (such as Football Queensland and Football Federation Australia) and clubs and the sport generally is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference FCQ or any of its members.

When someone clearly identifies their association with FCQ or any organisation affiliated with it, 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 FCQ's stated values and policies, and also in accordance with the FFA and Football Queensland Member Protection Policies.

This policy aims to provide some guiding principles to follow when using social media on PCs or on mobile devices such as telephones, iPads and tablets. This policy does not apply to the personal use of online social media platforms by FCQ members or staff that makes no reference to FCQ or related issues.

SCOPE

This policy applies to FCQ Members and staff of FCQ.

This policy covers all forms of social media as well as the various technologies and media used to engage with it. Social media includes, but is not limited to, activities such as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Google+, Shutterfly, WordPress, Twitter or MySpace, amongst others);
- Content sharing including Flickr or Instagram (photo sharing), Soundcloud (audio sharing) and YouTube/Vimeo (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 cover anything posted or uploaded online where information is shared that might affect members, colleagues, sponsors or FCQ as an organisation and the reputation of the sport in general.

GUIDING PRINCIPLES

The internet is not anonymous. FCQ Members and staff should assume that everything they write and post online can be traced back to them. Due to the unique nature of FCQ, the boundaries between a FCQ Member and staff member's profession, volunteer time and social life can often be blurred. It is therefore essential that staff and Members make a clear



FOOTBALL CENTRAL QUEENSLAND SOCIAL MEDIA POLICY

distinction between what they do, think or say in their capacity as a staff member or Member of FCQ and what they do outside of those circumstances. FCQ considers all staff members and Members of the organisation as its representatives.

When using the internet for professional or personal pursuits, all staff and Members must respect the brands of FCQ and its sponsors, Football Clubs, other staff and Members and anybody else involved in the sport of football and follow the guidelines in place to ensure that the sport's intellectual property or its relationships with sponsors and stakeholders is not compromised (see "*Branding and Intellectual Property*" below) or the organisation and its affiliates brought into disrepute.

USAGE

For FCQ Members and staff using social media, such use:

- Must not contain, or link to any, libellous, defamatory, violent, sexualised, culturally/socially insensitive, biased 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 the sport into disrepute; or
- Must not otherwise be in breach of the FFA Code of Conduct.

For FCQ staff using social media, personal use must not interfere with work commitments.

BRANDING AND INTELLECTUAL PROPERTY

It is important that any trademarks belonging to FCQ, its Centres, Members, Sponsors or Football Clubs are not used inappropriately or without consent in personal social media applications, except where such use can be considered incidental – (*where incidents are taken to mean "happening in subordinate conjunction with something else"*).

OFFICIAL FCQ BLOGS, SOCIAL PAGES AND ONLINE FORUMS

When creating a new website, social networking page or online forum for staff, Football Clubs, competitions or Members generally, care should be taken to ensure the appropriate person has been given permission to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children should not contain identifiers such as names; images of children outside of normal promotional purposes by FCQ cannot be replicated on any site without the written permission of the child's parents and/or guardian.

For official FCQ blogs, social pages and online forums:

- Posts must not contain, nor link to sexist, violent, pornographic, culturally insensitive 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;
- FCQ employees must not use FCQ online pages to promote personal projects; and



FOOTBALL CENTRAL QUEENSLAND SOCIAL MEDIA POLICY

- All materials published or used must respect the copyright of third parties.

CONSIDERATION TOWARDS OTHERS WHEN USING SOCIAL NETWORKING SITES

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. FCQ Members and staff must recognise that it may not be appropriate to share photographs, videos and comments in this way.

For example, there may be an expectation that photographs taken at private FCQ events will not appear publicly on the Internet. In certain situations, FCQ staff or Members could potentially breach the Privacy Act or inadvertently make FCQ liable for breach of copyright.

FCQ Members or staff should be considerate to others in such circumstances and should not post information that they have been asked not to, or for which consent has not been sought and given. They must also remove information about another person, a group, or an organisation should they be asked to do so.

Under no circumstance should offensive comments be made about FCQ, staff and FCQ Members online.

BREACH OF POLICY

FCQ will continually monitor online activity in relation to the organisation and the sport. Detected breaches of this policy should be reported to FCQ.

If detected, a breach of this policy may result in disciplinary action from FCQ under the FCQ Disciplinary Policy, the National Disciplinary Regulations and the FFA Code of Conduct. A breach of these policies may also amount to breaches of other FCQ governing documents including its constitution and by-laws. Breaches may result in a verbal or written warning or in serious cases, termination of employment (for FCQ staff) or engagement with FCQ including suspension of membership.

DEFINITIONS

Centre means localities such as Rockhampton, Gladstone, Biloela, Emerald, Yeppoon, or any locale that operates under the banner and within the zone boundaries of FCQ.

Football Club means an entity (whether incorporated or otherwise) formed for the purpose of playing football in competitions conducted by FCQ or its Centres.

Member includes, but is not limited to:

- Life Members;
- Committee members;
- Ordinary members;
- Junior players;
- Senior Men's players;
- Senior Women's players;
- Referee's; or
- Any other membership category as defined in the FCQ Constitution.



FOOTBALL CENTRAL QUEENSLAND SOCIAL MEDIA POLICY

Player means a player registered with a FCQ affiliated Football Club.

Spectator means a person who attends a Football Activity.

CONSULTATION OR ADVICE

This policy has been developed to provide guidance for FCQ Members and staff in a particular area of social interaction. FCQ Members and staff who are unsure of their rights, liabilities or actions online and seek clarification, should contact FCQ.

FCQ Office use only	
Document History	
Author	Steve Royes/Jim Douglas
Date developed	10 February 2016
Revised	12 October 2018 (JD)