



AUSTRALIAN
FLYBALL
ASSOCIATION

Social Media Policy

1 January 2022

SOCIAL MEDIA POLICY

The **AFA** acknowledges the enormous value of social networking to promote our sport and celebrate the achievements and success of the people involved in our sport. Due to the immediate nature of communication to a wide audience using channels such as Facebook and twitter, participants need to be very mindful of matters that could lead to inappropriate use of new media, at times unintended, and at other times without a proper understanding that once comments are made or published, they are in public for a long time, and hard to retract.

Social networking refers to any interactive website or technology that enables people to communicate and/or share content via the internet. This includes social networking websites such as Facebook and Twitter. Social media, including publishing on the **AFA** website, is an important means of improving and increasing the flow of information to **AFA members** and shaping thinking that contributes to the development of our sport.

Social media allows people with similar interests to connect, as well as provide the opportunity to introduce the general public to the sport of flyball. Anything published on a public social media channel is akin to being published on the front page of a newspaper.

The **AFA** requires all **AFA members** to be bound by this policy and to conduct themselves appropriately when using social networking sites to share information related to our sport or where communicating with fellow **AFA members**. Under no circumstance should offensive comments be made about **AFA members** or **officials** online.

In particular, social media activity relating to flyball including postings, blogs, status updates, and tweets:

- must not contain material which is, or has the potential to be, offensive, aggressive, defamatory, threatening, discriminatory, obscene, profane, harassing, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate;
- must not contain material which is inaccurate, misleading or fraudulent;
- must not contain material which is in breach of laws, court orders, undertakings or contracts;
- should respect and maintain the privacy of others; and
- should promote the sport in a positive way.

It is important that **AFA members'** reputations are not tarnished by anyone using electronic communications or social media tools inappropriately, particularly in relation to any content that refers to the **AFA**. When someone clearly identifies their association with the **AFA**, and/or discusses their involvement in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with **AFA** stated values and policies. It is important to note that posts that are made and subsequently removed or deleted are still often viewed by many people and therefore may still be subject to disciplinary action.

Frustration at a **judge, team** member, competitor or the **AFA** should never be communicated on social networking websites. These issues should instead be addressed – in a written or verbal statement or a complaint – to the **AFA**.

This policy covers all forms of electronic communications and social media.

Breaches of the **AFA** Social Media Policy may be considered to be wilful action prejudicial to the interests of the **AFA**, and may result in disciplinary action being instituted against the offending **AFA member** or group of **AFA members** under the provisions of the **constitution**.

Principles for the AFA Facebook page

The **AFA** currently operates one social media channel – a Facebook page – as well as the **AFA** website. Whilst these guiding principles have been developed for the Facebook channels, they should be applicable to other channels should future decisions be made to create them.

The focus of the social media channels will be on promoting the activities of the **AFA** and its affiliated **clubs**, not on any individual.

The **AFA** social media channels will not contain advertising, nor will they “like” or follow any commercial outlet, unless agreed as part of a formal sponsorship agreement with the **AFA**.

Training tips will not be published on the social media channels. The **AFA committee** will appoint a social media coordinator who will hold admin (authorship) rights to the social media channels, along with the **AFA** web team. The **AFA** Facebook page will be open to comments on posts, although this will be monitored to ensure that comments posted are appropriate. Any comments posted that are viewed to be inappropriate will be deleted. If the need for this becomes frequent, the **AFA committee** will consider removing the ability for the public to post comments, or undertake other action as deemed necessary under the **rules**.

Posts will focus on activities related to **flyball events** and other administrative information include advice about the annual general meeting. Other (positive) messages may also be issued.