

Northern Suburbs Football Association (NSFA)

Social Media Policy

1. Purpose

The Northern Suburbs Football Association (NSFA) social media Policy provides guidance on the responsible use of social media by NSFA officials, staff, volunteers, clubs, participants, and associated members. This policy aligns with the principles and expectations of **Football Australia (FA)** and **Football NSW (FNSW)** to protect the integrity, reputation, and values of football.

2. Scope

This policy applies to:

- NSFA Board members, staff, contractors, and volunteers
- Affiliated clubs and their officials
- Coaches, managers, referees, players, parents, and guardians
- Any individual representing or associated with NSFA

It applies to all forms of social media, including (but not limited to): Facebook, Instagram, X (Twitter), TikTok, YouTube, Snapchat, websites, blogs, forums, messaging apps, and other digital platforms.

3. Guiding Principles

All social media use connected to NSFA must:

- Be respectful, inclusive, and professional
- Uphold the values of football and the NSFA Code of Conduct
- Protect the safety and wellbeing of children and vulnerable people
- Maintain the reputation and integrity of NSFA, FNSW, and FA

4. Acceptable Use

When using social media in connection with NSFA, individuals must:

- Communicate respectfully and responsibly
- Share accurate and appropriate information
- Respect diversity and inclusion
- Use appropriate language and imagery
- Follow all applicable NSFA, FNSW, and FA policies

5. Prohibited Conduct

The following behaviours are not permitted:

- Offensive, abusive, discriminatory, or harassing content
- Bullying, intimidation, or vilification of any person or group
- Posting false, misleading, or defamatory information
- Sharing confidential or sensitive information
- Criticising or undermining referees, officials, clubs, FNSW, FA, or NSFA
- Engaging in online arguments or disputes related to football matters
- Posting content that brings the game or NSFA into disrepute

6. Child Safety and Protection

- Images or videos of children must be respectful, appropriate, and aligned with child safety principles
- No identifying personal information of minors may be shared without consent
- Direct private messaging with children is discouraged and must comply with safeguarding requirements
- Any concerns regarding child safety must be reported in line with NSFA and FNSW Member Protection procedures

7. Official NSFA Social Media Accounts

- Only authorised personnel may post on official NSFA social media channels
- Content must align with NSFA branding, values, and communications guidelines
- Posts must be accurate, timely, and appropriate
- Comments and interactions may be moderated to ensure respectful engagement

8. Club and Personal Accounts

- Individuals must not present personal opinions as NSFA views
- NSFA branding must not be used without permission
- Clubs are encouraged to adopt their own social media policies consistent with this policy

9. Breaches of Policy

- Alleged breaches may be investigated under NSFA, FNSW, or FA disciplinary or member protection frameworks
- Disciplinary action may include content removal, warnings, sanctions, or referral to FNSW or FA

10. Reporting Concerns

Concerns or breaches relating to social media should be reported to NSFA management or the Member Protection Officer.

11. Policy Review

This policy will be reviewed periodically to ensure alignment with FA and FNSW policies and best practice standards.

This policy is to be read in conjunction with the NSFA Code of Conduct, Member Protection Policy, and all relevant Football NSW and Football Australia policies.