



North West Junior
Soccer Association Inc.

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Social Media Policy

Introduction

Social media platforms have become an essential avenue for communication, marketing, and public engagement in today's digital landscape. As representatives of the North West Junior Soccer Association (NWJSA), participants, team officials, parents/carers, spectators, volunteers, referees, employees, board members and volunteers are expected to use social media responsibly, both in official and personal capacities. This Social Media Policy outlines the principles and rules to guide appropriate conduct, protect organisational reputation, and foster positive interactions online.

Purpose

The purpose of this policy is to:

- Ensure consistent, respectful, and lawful use of social media across all platforms.
- Protect the organisation's reputation, confidential information, and intellectual property.
- Clarify expectations for participants, parents/carers, spectators, volunteers, referees, officials and employees regarding online behaviour.
- Encourage engagement, transparency, and constructive communication with the community.
- Mitigate risks related to privacy, security, and legal compliance.
- This Policy, along with NWJSA Member Protection Policy and Regulations, aims to establish standards of appropriate behaviour in the use of electronic communication and to provide a safe, and respectful environment for all participants or persons involved with NWJSA activities.

Scope

This policy applies to all participants, team officials, parents/carers, spectators, volunteers, referees, officials, employees, board members or any persons involved with NWJSA activities that who use social media in either a professional or personal capacity where their behaviour or statements may be perceived as representing the organisation.

This Policy covers all Social media platforms including, but are not limited to:

- Facebook
- Twitter (X)
- Instagram
- LinkedIn

- YouTube
- TikTok
- Company blogs and forums
- Other emerging platforms

Policy Principles

The web is not anonymous. When posting, it should be assumed that the contents can be traced back to the person that has posted the content. When referring to this Policy, the persons bound by it should adhere to the following principles:

1. Representation and Identification

- 1.1 Only authorised personnel may represent the organisation on official social media accounts.
- 1.2 Personal accounts should not imply official representation unless explicitly granted

2. Respectful Communication

- 2.1 Engage respectfully and professionally with all users, regardless of differing opinions.
- 2.2 Do not post, share, or endorse content that is discriminatory, defamatory, harassing, abusive, bullying, threatening or offensive.
- 2.3 Refrain from arguing or engaging in hostile exchanges online.

3. Accuracy and Integrity

- 3.1 Ensure all information shared is accurate, truthful, and verified.
- 3.2 Correct mistakes promptly and transparently.
- 3.3 Do not knowingly spread inaccurate information or rumours.

4. Confidentiality and Privacy

- 4.1 Protect confidential, proprietary, and personal information at all times.
- 4.2 Do not disclose sensitive information about NWJSA, and participants, parents/carers, spectators, volunteers, referees, officials and employees.
- 4.3 Respect privacy laws and data protection regulations.

5. Photographs, Video and Audio

- 5.1 Do not share or post any of the above without permission or consent of participants including from their parents/carers
- 5.2 Photographs and Video must not identify the participants in any way, including via the disclosure of personal names, venues, or any personal identification or location

5.3 Photographs, video and audio 'material' posted on to social media are classified as public comment and accessible to the public. Any material that may be considered discriminatory, defamatory, harassing, abusive, bullying, threatening or offensive or inappropriate towards persons bound by this policy must not be posted.

6. Compliance with Laws and Regulations

6.1 Abide by all applicable local, national, and international laws and regulations.

6.2 Adhere to platform-specific terms of use and community guidelines.

Guidelines for Personal Use

Board Members and Volunteers are encouraged to participate in social media conversations but must remain mindful of how their online activities may affect the organisation. When using personal accounts:

- Include disclaimers such as: "The views expressed here are my own and do not reflect those of NWJSA."
- Do not use company logos, branding, or images without permission.
- Refrain from discussing confidential matters.
- Do not engage in personal attacks, bullying, or any form of inappropriate behaviour.
- Report content that may harm the organisation's reputation or violate policies.

Breach of Policy

Failure to comply with this Social Media Policy may result in disciplinary action pursuant to NWJSA Regulations may result in the implementation of one or more of the following sanctions:

- Reprimand.
- Suspension from participating in a match or matches.
- Termination of registration.
- Ban on taking part in any football related activity including as a spectator:
- Termination of employment or volunteer position.
- In extreme circumstances where conduct poses risk to another person or property it will be reported to the police where necessary.

Breaches may also lead to legal consequences.

NWJSA does not actively monitor social media content of persons bound by this Policy. NWJSA does, however, monitor online content which could impact on NWJSA, its schools, its participants, its sponsors, and the sport in general. In addition, social media postings may be brought to the attention of NWJSA by others.

Review and Updates

This policy will be reviewed every two years and updated as necessary to reflect changes in social media trends, legislation, and organisational needs.

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