



**American Football South Australia (AFSA)**

**Social Media Policy**

**Policy Owner:** AFSA Board of Management

**Date Approved:** April 2026

**Last Reviewed:** April 2026

**Next Scheduled Review:** April 2028

## **Index**

1. Policy Overview and Purpose
2. Underlying Principles
3. Scope and Application
4. Core Policy Requirements
5. Procedures / Processes
6. Breaches and Penalties
7. Enforcement and Responsibility
8. Related Policies
9. Policy Review and Approval

## **1. Policy Overview and Purpose**

This policy sets the standards for responsible and appropriate use of social media by all individuals connected to American Football South Australia (AFSA).

It aims to protect participants, maintain the integrity of the sport, and safeguard the reputation of AFSA across all digital platforms.

---

## **2. Underlying Principles**

- Respect for all participants and stakeholders
  - Protection of children and young people
  - Integrity and honesty in all communications
  - Responsible representation of AFSA and the sport
  - Compliance with applicable laws and AFSA policies
- 

## **3. Scope and Application**

This policy applies to all individuals involved in AFSA activities, including:

- Players and athletes
- Coaches and support staff
- Officials
- Volunteers and club administrators
- Board and committee members
- Contractors and partners

This policy applies to all social media platforms and digital communication channels, including posts, comments, messages, images, and video content.

---

## **4. Core Policy Requirements**

### **4.1 General Conduct**

All participants must:

- Use social media in a respectful and responsible manner
- Avoid bringing AFSA or the sport into disrepute

- Ensure content is accurate and appropriate
  - Respect privacy and confidentiality
- 

## **4.2 Prohibited Conduct**

Participants must not:

- Post abusive, offensive, or discriminatory content
  - Engage in harassment, bullying, or intimidation
  - Share confidential or sensitive information
  - Spread misinformation or false statements
  - Use AFSA branding without approval
- 

## **4.3 Official AFSA Accounts**

- Official AFSA or affiliated accounts must have approval from AFSA
  - Accounts must be managed by authorised personnel
  - Content must reflect AFSA professionally and accurately
- 

## **4.4 Personal Accounts**

- Individuals are responsible for their own content
  - Personal accounts must not present themselves as official AFSA channels
  - References to AFSA must be appropriate and not damage reputation
- 

## **4.5 Safeguarding and Privacy**

- Consent must be obtained before sharing identifiable images or information
  - Additional care must be taken when involving minors
  - Sensitive incidents must not be shared publicly
- 

## **5. Procedures / Processes**

### **5.1 Reporting Concerns**

Concerns regarding social media use may be reported to:

- Club officials, or
- AFSA directly

Serious matters may be escalated under Member Protection or Tribunal processes.

---

## **5.2 Investigation**

AFSA may:

- Review content and activity
  - Request explanations from individuals
  - Assess breaches in accordance with AFSA policies
- 

## **6. Breaches and Penalties**

Failure to comply with this policy may result in:

- Removal of content
  - Formal warnings
  - Suspension from participation or roles
  - Removal of account access
  - Further disciplinary action under AFSA governance
- 

## **7. Enforcement and Responsibility**

This policy is enforced by:

- AFSA Board of Management
- Authorised AFSA representatives
- Club administrators

All decisions must be consistent and fair.

---

## **8. Related Policies**

- Member Protection Policy

- Code of Conduct Policy
  - Grievance & Dispute Resolution Policy
  - Tribunal Policy
- 

## **9. Policy Review and Approval**

This policy will be reviewed every two (2) years or earlier if required.

It will be assessed to ensure alignment with safeguarding standards, governance requirements, and best practice digital communication standards.