



Social Media Guidelines

Effective Date: 8 May 2026

1. Purpose

Social media platforms play a significant role in how football is experienced, discussed and perceived by the community. These guidelines support responsible use of social media and are intended to protect participants, officials, clubs and the integrity of football. While these guidelines do not seek to discourage personal expression, members should be aware that online behaviour can have real world consequences and may impact confidence in the game.

2. Scope

These guidelines apply to all registered members of Football West, including players, coaches, referees, officials, volunteers, committee members, clubs and affiliated associations.

They apply to any form of online communication where users can create, share or comment on content, including social media platforms, video and live-streaming services, messaging apps, forums, podcasts and similar digital platforms, whether public or private.

These guidelines apply where a person can be identified as a Football West participant, or where the content relates to football activities in Western Australia, including content posted under pseudonyms or in closed groups.

3. General Expectations

Members are expected to:

- a) Use social media in a way that reflects positively on football and the Football West community.
- b) Be respectful and professional, even when engaging in personal online interactions.
- c) Protect privacy and confidentiality, including not sharing personal, medical, disciplinary or safeguarding information about others.
- d) Obtain appropriate consent before posting images or videos of other people, particularly children and other vulnerable persons.
- e) Avoid engaging in public arguments, online abuse or commentary about disputes, complaints, officials or disciplinary matters. These should be addressed through appropriate processes.
- f) Assume that all online content may be copied, shared, screenshotted or attributed to you, even if posted in private groups or under a pseudonym.
- g) Refrain from posting content when emotionally affected, angry, under the influence of alcohol or drugs, or otherwise impaired.
- h) Ensure statements of fact are accurate and not misleading, and correct errors promptly where appropriate.
- i) Comply with applicable laws, platform terms of use and Football West and Football Australia policies.

4. Official Representation and Branding

Members must not:

- a) Represent themselves as speaking on behalf of Football West unless authorised to do so.
- b) Use Football West branding, logos or intellectual property without approval.
- c) Use Football West branding or their football role to promote personal businesses, services or endorsements without consent.

- d) Publish or comment publicly on errors, incidents or internal matters where this may reasonably cause reputational harm. Concerns should be raised directly with Football West to allow timely and appropriate response.

5. Integrity, Safeguarding and Complaints

- a) Social media must not be used to report, investigate, speculate on, or resolve integrity, safeguarding or member protection matters.
- b) Concerns relating to integrity, child safeguarding, member protection or serious misconduct must be reported through the appropriate Football West or Football Australia reporting channels.
- c) Public commentary on actual or potential complaints, investigations or disciplinary proceedings is inappropriate and may itself constitute misconduct.
- d) Nothing in these guidelines prevents a person from raising concerns through appropriate reporting or support channels. The key principle is that football processes are not to be conducted publicly online.

6. Prohibited Conduct

Social media conduct that breaches any applicable Football West or Football Australia statute, regulation, policy, code or framework may result in disciplinary action.

This includes, but is not limited to:

- a) Discrimination, vilification or public disparagement based on a protected attribute.
- b) Harassment, bullying, sexual harassment or other unwelcome or intimidating conduct.
- c) Offensive, obscene, abusive or threatening language or material.
- d) Incitement of hatred, hostility or violence.
- e) Abuse or derogatory commentary directed at Match Officials, participants, volunteers or administrators.
- f) Sharing confidential information or encouraging others to target or harass an individual.
- g) Betting, wagering or gambling on football matches where prohibited, or conduct connected to match fixing or corruption.
- h) Any conduct that materially damages the reputation, goodwill or integrity of Football West, Football Australia or football generally.

7. Enforcement

Breaches of these Guidelines may be investigated and dealt with under any applicable Football West or Football Australia statute, regulation, policy, code or framework, including disciplinary, integrity and safeguarding processes.

Nothing in these Guidelines limits Football West's ability to take action under its rules or policies where appropriate.