South Australian Amateur Soccer League Inc

Social Media Policy

Date Implemented	February 2023
Date Amended	February 2026
Policy to be reviewed	Annually

Purpose
The South Australian Amateur Soccer League (SAASL) recognises the benefits of social media as an important tool to engage participants and supporters of soccer. Social Media sites such as Facebook, Instagram, X, Tik Tok, LinkedIn, YouTube, as well as forums and blogs can be very beneficial as communication tools to inform and promote the sport of soccer, particularly major events, to a wide cross-section of people, including players, club officials, spectators, the general public and the media.

SAASL supports the responsible use of social media and encourages Clubs to adopt electronic communication in the promotion of the sport. In doing so it is essential that the reputation of SAASL Clubs, and the sport in general are not affected by anyone misusing social media tools, particularly in relation to any content that might be racist, defamatory or damage the reputation of SAASL and the sport.

This policy aims to establish standards of appropriate behaviour and to provide a safe, respectful and appropriate sporting environment for all participants.

Scope
This policy applies to the SAASL Board, staff, registered participants (including players, coaches, volunteers and referees) and Club representatives,

This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:

- maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, X, or Tik Tok;
- content sharing, including Instagram, Tik Tok, Snapchat (photo sharing) and YouTube (Video Sharing);
- making comments on public and private web forums (message boards);
- establishing, maintaining or commenting on blogs for personal or business reasons; or
- taking part in online votes and polls (even if anonymously).

The intent of this policy is to include anything posted online where information is shared that might impact on SAASL, Clubs, participants and individuals and soccer in general.

Guiding Principles
The web is not anonymous. When posting it should be assumed that the contents can be traced back to the person who has posted. When using social media the following principles should be adhered to:

- Social media should be considered as a public forum.
- Information posted on social media is public comment.
- Comments or contents should at no time be derogatory, racist, abusive, threatening or defamatory.
- Comments or contents must not falsely represent another person.
- Comments or contents must not violate the privacy of another person.
- Comments or contents must not infringe on intellectual property.
- When using social media always consider all stakeholders of soccer and the impact that a comment or content may have if posted.
- Registered participants, including players, team officials, volunteers and match officials and Clubs are bound by the SAASL League and Cup Championship Rules, Codes of Conduct and Disciplinary and Appeals Rules.

Written Social Media
SAASL classifies all written social media postings as public 'comment'. Consequently, all persons bound by this policy must not post a comment or respond to a comment that may be construed as derogatory, racist, abusive, threatening or defamatory towards others. In addition, the posting must not harm the reputation of individual participants or SAASL, including its sponsors and stakeholders, or bring the game into disrepute.

Photographs, Video and Audio
SAASL also classifies all photographs, video and audio 'material' posted onto social media as public comment and accessible to the public. Any material that may be considered derogatory, racist, abusive, threatening, defamatory or inappropriate towards persons bound by this policy and the SAASL Video and Images Policy must not be posted.

Branding and Intellectual Property
It is important that any trademarks or intellectual property belonging to SAASL, or a Club are not used in personal social media applications, except where such use can be considered incidental – (*where incidental is taken to mean "happening in subordinate conjunction with something else*").

Breach of Policy
SAASL does not actively monitor social media content of persons bound by this policy. The League does; however, monitor online content which could impact on SAASL, its Clubs, its sponsors and the sport in general. In addition, social media postings may be brought to the attention of the League by others.

If a breach of this policy is identified, the League may take action in accordance with the Codes of Conduct and Disciplinary and Appeals Rules. A breach of this policy may result in the implementation of one or more of the following sanctions:

1. Reprimand
2. Imposition of a fine
3. Placement of the individual on a bond
4. Suspension from participating in a match or matches
5. Termination of registration
6. Ban on taking part in any soccer-related activity
7. Termination of employment or volunteer position
8. Such other disciplinary sanction as is appropriate in the circumstances.

Signed SAASL President

23/2/2026

Date

W. Pearson

Signed SAASL Business Manager

24/02/26

Date