



# GIBRALTAR FOOTBALL ASSOCIATION

## SOCIAL MEDIA POLICY 2023-24

### SCOPE OF GFA SOCIAL MEDIA POLICY

#### 1. General Provisions

- 1.1 The GFA recognises the use of social media as a power modern tool for engaging with fans, spectators, membership and the general public.
- 1.2 The GFA actively encourages the use of social media platforms as forms and tools of modern efficient marketing for Clubs and individuals to share and circulate positive and engaging content amongst the footballing community.
- 1.3 All stakeholders involved in Gibraltarian football are responsible for ensuring that all content posted and uploaded on to all of their social media platforms and outlets adhere to this GFA Social Media Policy.
- 1.4 Clubs, Club Officials, Players, Club Personnel and such other applicable persons, particularly those in a position of trust, must ensure they act and communicate in accordance with this GFA Social Media Policy.

#### 2. General Advice on the use of Social Media Platforms

- 2.1 The GFA advises that users of social media platforms (including Clubs, Club Officials, Players and Club Personnel):
  - (a) always apply common sense and judgment when uploading, interacting, posting or commenting on any material on social media;
  - (b) they bear in mind that sharing or endorsing another person or organisation's content material may be interpreted as a form of endorsement and can lead to disciplinary action depending on the nature of the content and interaction with the same;
  - (c) that deleting any inappropriate content on social media will not assist them in evading or preventing them from being subject to any disciplinary action; and
  - (d) that individuals are accountable for their actions and what they upload, communicate, and/or interact with via social media platforms and/or outlets.
- 2.2 The GFA reminds that when using any form of social media platform (including online blogs), it is important to be aware that the Gibraltar FA deems social media outlets and platforms as public speaking platforms, and each of the following points should be taken into account at all times by the Clubs, Club Officials, Players and Club Personnel, namely:

- (a) any content which is uploaded or posted on social media platforms and/or outlets may be broadcasted and/or published by mainstream media outlets (including television, radio, and newspapers);
  - (b) the effect that the content within any post or shared social media platform and/or outlet can have on other stakeholders;
  - (c) the effect that the content within any post or shared social media platform and/or outlet can have on an individual, Club or GFA's reputation;
  - (d) required permissions must be obtained before any references to or images of children are used.
- 2.3 The GFA adopts a zero-tolerance policy to the use of social media by all Clubs, Club Officials, Players and/or Club Personnel, namely in relation to:
- (a) commenting made on Match Officials;
  - (b) commenting on the integrity of the GFA, GFA Personnel, Match Officials, Club, Club Officials, Players and Club Personnel;
  - (c) comments or posts which may imply, or be deemed to imply, bias in any way;
  - (d) comments or posts which in any may bring, or be deemed to bring, the games of football and/or futsal in Gibraltar into disrepute; and
  - (e) comments or posts which are, or are deemed to be, personally offensive and vindictive.
- 2.4 Posts or comments, in any manner of fashion, on any social media platform which may be interpreted as being offensive, insulting, abusive, threatening, racial, discriminatory, harmful or otherwise shall be considered to be contrary to this GFA Social Media Policy, and may constitute Misconduct and be subject to Disciplinary Sanctions in accordance with the Disciplinary Regulations of this GFA Handbook.
- 3. Third Party Social Media**
- 3.1 Registered Clubs (including Club Personnel and Club Officials), and Players of the GFA may not use, run, comment, or contribute to social media accounts and/or pages belonging to third party accounts users, page users, platforms or outlets that do not adhere to the terms and requirements of this GFA Social Media Policy.
- 3.2 Any posts, comments, sharing and/or circulation of content on third party social media platforms and/or outlets and/or websites (including blogs) which breach this GFA Social Media Policy may be subject to Disciplinary Sanctions in accordance with the Disciplinary Regulations in this GFA Handbook.
- 3.3 Registered Clubs (including Club Personnel and Club Officials), and Players of the GFA may not abuse a position of trust and privilege in order to use social media pages, websites, platforms, and outlets (including blogs) for journalistic reporting in any way that may constitute, or be deemed to constitute, a breach of this GFA Social Media

Policy. Any such use of social media in that manner which breach this GFA Social Media Policy, may be subject to Disciplinary Sanctions in accordance with the Disciplinary Regulations in this GFA Handbook.

#### 4. **GFA Reservation of Rights**

- 4.1 For the avoidance of doubt, the GFA reserves the rights to take appropriate action against any Clubs, Club Official, Player and/or Club Personnel or other affiliated individual or organisation who infringes, or is deemed to infringe, this Social Media Policy (including in regard to the GFA's imposition of Disciplinary Sanctions in accordance with the Disciplinary Regulations in this GFA Handbook).
- 4.2 The GFA also reserves the right to report any posts and/or content that it considers may be a relevant breach or infringement of Gibraltar law, and report the same to the applicable authorities.