



## Gibraltar FA Social Media Policy

The Gibraltar FA (GFA) recognises the use of Social Media as a powerful modern tool for engaging with fans, membership and the general public.

The GFA actively encourages the use of Social Media Platforms as modern efficient marketing tool for clubs and individuals to post positive and engaging content reaching out to football fans.

All stakeholders involved in Gibraltarian football are responsible for ensuring that all content posted and uploaded onto all of their Social Media Platforms and Outlets adhere to this policy

Member Clubs, Directors, Officials, Coaches, Players, Delegates and Volunteers, in a position of trust, must ensure they act and communicate responsibly in accordance with this policy.

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### General Advice on the use of Social Media Platforms:

- Always apply common sense and judgement when posting or commenting
- Retweeting or sharing another person or organisation's posts or comments can be viewed as a form of endorsement and can lead to disciplinary action depending on the content of the original post.
- Deleting an inappropriate post or comment will not prevent disciplinary action
- Individuals are accountable for their actions and what they communicate via Social Media platforms/outlets.

When using any form of social media platform (including blogs) it is important to be aware that the GFA deems social media outlets as public speaking platforms and the following points should be taken into account at all times by GFA Members ( including Clubs, Officials, Players, Coaches, Team Officials & Delegates):

- Mainstream Media Outlets (TV, Radio Stations and Newspapers) can pick up posts/comments and broadcast or publish them. As a general rule only post on social media comments that you would be happy to quote in a mainstream media interview or in camera in a TV interview.
- The effect that the content within posts can have on other stake holders
- The effect that a post can have on the individual's personal reputation or that of the Club or footballing organisation that he or she represents
- Required permissions must be obtained before any references to or images of children are used on comments or posts.



The GFA adopts a zero tolerance policy to the use of Social Media by all of its members in relation to:

- Commenting on Match Officials
- Commenting on the integrity of the Association, any Member Individual, Club or Official registered with or representing the GFA.
- Comments or posts which imply bias in any way.
- Comments or posts which in any way bring the game of football in Gibraltar in to disrepute
- Comments or posts that are personally offensive

It is against GFA rules to post or comment, in any manner or fashion, on any social media platform, any content that may be interpreted as:

- Offensive
- Insulting
- Abusive
- Threatening
- Racist
- Discriminatory
- Harmful to others

Any such comments may result in disciplinary action in accordance with the GFA disciplinary procedures and policies.

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### **The use of 'Third Party' Social Media sites/pages and the Journalistic use of Social Media Platforms & Websites**

Registered members of the Gibraltar Football Association cannot use, run, comment or contribute to third party accounts, pages, platforms or outlets that do not adhere to his policy. Any posts or comments or articles on third party Social Media platforms outlets or websites (including blogs) which breach this policy will be subject to the relevant Disciplinary action.

Registered Members of the Gibraltar Football Association cannot abuse their 'position of trust & privilege' in order to use Social Media pages, websites and platforms (including blogs) for Journalism, Reporting and the publishing of 'News Stories' that are in any way in breach of this policy. Any such use of Social Media platforms, outlets and websites (including blogs) will subject to the relevant disciplinary action in accordance with the GFA disciplinary procedures and policies.

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The GFA endeavours to work with and to educate its members on the appropriate use of social media. The GFA reserves the right to take appropriate action against any member who infringes this policy. This may include monetary and suspension or banning members from all or part of any GFA activities. The GFA also reserves the right to report any posts that it considers may relevant breach Gibraltar Laws to the appropriate authorities.