

# QTF SOCIAL MEDIA POLICY

# 2024

VERSION 2



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## CORPORATE POLICY

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DOCUMENT CONTROL	
<b>Document Title:</b>	QTF Social Media Policy
<b>Version Number:</b>	2.0
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<b>Approved By:</b>	QTF Board
<b>Date Approved:</b>	10 June 2024
<b>Effective Date:</b>	10 June 2024

VERSION CONTROL REGISTER				
Version number	Release date	Amendments	Authorised by	Archive date
1	8/07/2020	Implementation of QTF Social Media Policy	QTF Board	08/07/2020
2	10/06/2024	Revision in alignment to the National Integrity Framework	QTF Board	10/06/2024



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## 1. INTRODUCTION

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Queensland Touch Football (QTF) has developed this policy to inform our community about the use of social media so that people feel enabled in their use of social media as part of their participation experience, while being mindful of their responsibilities and obligations.

The policy outlines protocols and provides guidance for the acceptable use of Social Media and should be read in conjunction with the [Touch Football Social Media Community Code](#).

## 2. PURPOSE

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This Policy sets out the expectations of our Employees, Members and Participants when engaging with Social Media both professionally and personally.

Social Media offers the opportunity for people to gather in online communities of shared interest and create, share, or consume content. This policy is not intended to discourage or limit our community from using a social media platform, however, QTF will ensure that our community operates in an environment that is free from harassment, bullying and discrimination.

Individuals are advised that if you engage in Social Media to ridicule, defame, bully and/or publish comments that may be viewed as detrimental to any individual, group or organisation involved in or associated with QTF or a Touch Football Body, you will be viewed as being in breach of the Code of Conduct and/or relevant [National Integrity Framework Policies](#). This activity will result in disciplinary action.

QTF undertakes to regularly review this policy to consider changes in legislation, activities, events and platforms. As a result of this review, changes may be made to this policy from time to time and all Employees, Members and Participants are required to comply with those changes.

### 3. DEFINITIONS

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This clause sets out the meaning of words used in this Policy and its attachments without limiting the ordinary and natural meaning of the words.

“**Code of Conduct**” means the TFA Code of Conduct.

“**Constitution**” means the Queensland Touch Football Constitution.

“**Employee**” means an employee, agent and contractor of Queensland Touch Football or any affiliated Touch Football Body.

“**Junior**” means a member or player aged 17 or younger who is eligible to participate in a junior competition/event.

“**Member**” means all Queensland Touch Football players, coaches, officials, officers, administrators, parents, guardians, spectators, partners and all people reasonably connected to Queensland Touch Football or a Touch Football Body.

“**National Integrity Framework**” means the Touch Football Australia Policies covered under the [National Integrity Framework](#).

“**Participant**” means a person who participates, including but not only, as officials, players and referees in a touch competition organised or controlled by Queensland Touch Football, a Region or an Affiliate.

“**Policy**” means Queensland Touch Football Social Media Policy.

“**Queensland Touch Football**” and “**QTF**” means Queensland Touch Football (ABN 32 751 852 440), also known as Queensland Touch Association Incorporated (IA 01933).

“**Region**” means an entity registered under the Constitution to administer the sport of touch football in a region.

“**Social Media**” are online platforms and tools used for publishing, sharing, and discussing information. Recognising that social media is an ever-changing landscape and additional social media platforms are





likely to come into existence, for the purposes of this policy, social media can include (but are not limited to):

- Social networking – e.g. Facebook, LinkedIn, Pinterest etc.
- Video and photo sharing – e.g. TikTok, YouTube, Instagram, Flickr
- Blogs – e.g. corporate blogs, personal blogs, or media blogs (Fox Sports News)
- Micro blogs – e.g. Twitter
- Forums and discussion boards – e.g. Reddit, Whirlpool, Yahoo! Groups or Google Groups
- Online encyclopaedias – e.g. Wikipedia.
- Instant messaging – e.g. WhatsApp, TeamApp, Snapchat, Viber, Skype
- Geo-tagging – e.g. Foursquare
- Video on Demand and Podcasting – e.g. iTunes, Spotify, Stitcher
- Live broadcasting apps – e.g. Periscope, Meerkat, Facebook mentions, Facebook Live
- Any other website that allows individual users or companies to use simple publishing tools
- Online multiplayer gaming platforms – e.g. World of Warcraft, Xbox Live, PlayStation Network
- Review sites -e.g. Yelp, TripAdvisor, Urban Spoon
- Online voting or polls; and
- Any other online technology that allows individual users to upload and share content

“TFA” means Touch Football Australia, the national body of Touch Football

“Touch Football Body” means

a) An entity or body that is affiliated with Queensland Touch Football, including:

- i. All Queensland Touch Football Regions.
- ii. All Queensland Touch Football Affiliates; and

b) An entity or body that is affiliated with or licensed by Queensland Touch Football.

## 4. APPLICATION OF THE POLICY

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The Policy applies to:

- All Employees, agents, contractors of QTF.
- All QTF Members.
- All competitions conducted by QTF, its Regions, Affiliates and any competition, league, team, and individual that is affiliated to, conducted by, or administered by QTF or a Touch Football Body.

This policy extends both inside and outside business hours and should be read, in conjunction with, the [relevant National Integrity Framework Policies](#) and [Code of Conduct](#).



## 5. POSTING ON QTF & RELEVANT TOUCH FOOTBALL BODIES SOCIAL SITES

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Social media sites are an increasingly important public communications tool for organisations, including QTF. Social media sites allow QTF to communicate directly with the community, members, participants, stakeholders, and other members of the public.

Only authorised persons can post content on the official Queensland Touch Football social media sites and accompanying Touch Football Body and event specific sites.

If you are authorised to comment as a representative of QTF, Region or a Touch Football Body, you must:

- Disclose, discuss and comment only on information readily available in the public domain.
- Ensure that all content published is accurate and complies with all relevant policies.
- Comment only on your area of expertise and only to the extent that you have been authorised (unless otherwise approved by the QTF, Region or a Touch Football Body)
- Ensure all comments are respectful.
- Respect copyright laws and fair use of copyrighted material and attribute work to the original author/source wherever possible.
- Adhere to the terms of use of the relevant Social Media platform/website, as well as copyright, privacy, defamation, discrimination, harassment and other applicable laws and regulations.
- Redirect any questions to the CEO or relevant authority if you are unsure of the QTF response or view on the issue in question.
- Redirect any questions to the Regional Director or relevant authority if you are unsure of the QTF Region response or view on the issue in question; and
- Redirect any questions to the President or relevant authority of the relevant Touch Football Body if you are unsure of the Touch Football Body response or view on the issue in question.

## 6. PERSONAL USE OF SOCIAL MEDIA

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QTF recognises that employees, members and participants may wish to use social media for personal use and this policy is not intended to discourage nor unduly limit personal expression or online activities.

Posting about QTF and its affiliated brands, Region and/or Touch Football Body on social media is permitted but care must be taken to minimise the potential for damage that may be caused (directly or indirectly) to QTF and its relevant related bodies.

When using social media for personal use the following must be adhered to:

- Personal use of social media must always be professional, polite, respectful, and courteous and must not interfere with your work commitments.
- Employees are personally responsible for social media content they publish.
- Only disclose or discuss publicly available information.
- Ensure all content is accurate and complies with all relevant QTF policies.



- An individual or entity must not comment as a representative of a Touch Football Body unless authorised to do so by the relevant position of authority of the respective Touch Football Body.
- Do not imply that you are authorised to speak as a representative or give the impression that the views expressed are those of QTF and its relevant bodies.
- Do not use a QTF, Region or a Touch Football Body email address or any QTF, Region or Touch Football Body logos or insignia.
- Do not make comments, use location-based services (e.g. check-in) or post any material that might otherwise cause damage to QTF, Region or a Touch Football Body's reputation.
- Do not use obscene, threatening or harassing language or offensive comments that target or disparage any ethnic, racial, age, religious group, gender, sexual orientation, or disability.
- Employees, members, and participants are personally responsible for their content being unintentionally published to a private audience by either themselves or a third party or to a public audience by either themselves or a third party.
- Employees, members, and participants should not distribute content of either a private or public nature that has been received and was not intended by the author for distribution. Where the content has been received unintentionally by the receiver, the content should remain confidential and be deleted immediately.
- Employees, members, and participants are personally responsible for their content publication being deemed inappropriate for distribution to junior members and junior participants.

## **7. INAPPROPRIATE SOCIAL MEDIA ENGAGEMENT**

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- Using discriminatory, defamatory, abusive, or otherwise objectionable language in content.
- Content which abuses, threatens, or intimidates an individual or a group of people including but not limited to reasons of gender or gender identity, sexual orientation, ethnicity, cultural or religious background, age or disability.
- Using technology for the purpose of bullying or cyber-bullying any person through unwanted and inappropriate comments including that which is targeted at or amongst children and/or young people.
- Content which abuses, threatens, or intimidates a referee, team official or other match official.
- Accessing, downloading, or transmitting any kind of sexually explicit material, violent and/or graphic images.
- Accessing, downloading, or transmitting information on the use and construction of weapons, explosives and/or other tools of violence or terrorism.
- Accessing, downloading, or transmitting any material deemed to be illegal under Australian Commonwealth or State law.
- Accessing, downloading, or transmitting hate speeches and/or racist material.
- Breaching the reasonable expectation of privacy of a person; and
- Attempting to gain unauthorised access to the computing resources of QTF, Region or Touch Football Body.



## 8. COMPLAINTS, INVESTIGATION & DISCIPLINE

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If an employee or member holds a good faith belief that content has been published on Social Media in contravention of this Policy, this would be considered a breach of the [relevant National Integrity Framework Policies](#) and/or [Code of Conduct](#), and the procedure as outlined in the Complaints, Disputes and Discipline Policy (Section 7, the Complaints Process) shall be followed.

In the first instance, complaints should be reported to the appropriate delegate of the relevant Touch Football Body to which the alleged complaint relates to, or the alleged respondent (person subject of the complaint) is a member.

It is the preferred procedure for a matter to be dealt with at the local level. Therefore, if a complaint relates to behaviour or an incident that occurred at:

- An affiliate competition or involves people operating at the affiliate, then the complaint should be reported to and handled by the affiliate in the first instance; or after the affiliate level resolution is unable to be found; or
- At regional level or involves people operating at the regional level, then the complaint should be reported to and handled by the regional office, in the first instance or after the regional level resolution is unable to be found; or
- At state level or involves people operating at the state level, then the complaint should be reported to and handled by the relevant state office (QTF) in the first instance or after the local level resolution is unable to be found; or
- At national level or involves only matters that relate to, or which occurred at, the national level and the most serious cases, or unresolved cases at the local and state level should be referred to TFA.

All complaints shall be dealt with promptly, seriously, sensitively, and confidentially following the procedures for handling and resolving complaints as outlined in the Complaints, Disputes and Discipline Policy.

After receiving a complaint, and based on the material you provide, the relevant Touch Football Body delegate will implement any interim arrangements that will apply until the complaint process is completed, including ordering the removal of inappropriate material, and decide whether:

- he or she is the most appropriate person to receive and handle the complaint
- the nature and seriousness of the complaint requires a formal resolution procedure
- to refer the complaint to mediation
- to appoint a person to investigate the complaint
- to refer the complaint to a tribunal hearing
- to refer the matter to the police or other appropriate authority, and/or
- to implement any interim arrangements that will apply until the complaint process is completed, including ordering the removal of inappropriate material.



Further information on the handing of alleged complaints and complaints procedure can be directed to your relevant Touch Football Body, Affiliate or Region, or QTF Member Protection Information Officer (MPIO).



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