



BAFRA Social Media Guidance

There are three main kinds of social media activity we are concerned with:

- 1. Your own personal activity, done for your friends and contacts, but not under or in the name of BAFRA**
- 2. Activity for BAFRA carried out officially in the name of BAFRA**
- 3. Activity of Board of Directors carried out as part of official BAFRA output.**

Each has different guidance, so please read this whole document carefully.

1. Your own personal activity, done for your friends and contacts, but not under or in the name of BAFRA

- a. You are not discouraged from doing any of this, but as a BAFRA member there are particular considerations to bear in mind. They can all be summarised as: 'Don't do anything stupid'.
- b. Remember that even though you are acting in your own personal capacity, you are on show to your friends and anyone else who sees what you write, as a representative of BAFRA.
- c. You should make clear that the views expressed are personal, and not those of BAFRA.
- d. You shouldn't state your preferences or say anything that compromises your impartiality. Don't sound off about things in an openly partisan way. Don't be seduced by the informality of social media into bringing BAFRA into disrepute. Don't criticise your colleagues. Don't reveal confidential BAFRA information
- e. If you want to start a blog where you feel conflicts of interests are possible, you should discuss it first with the board of directors; we won't unreasonably stop you, but will want to discuss potential risks. If you already have a blog like this, you should seek to have this conversation.

2. Activity for BAFRA carried out officially in the name of BAFRA

- a. The golden rule for BAFRA activity is that whatever is published – on Twitter, Facebook or anywhere else – **MUST HAVE A SECOND PAIR OF EYES PRIOR TO PUBLICATION**. A second check might well avoid you saying or linking to something unwise which could land you, or BAFRA, in Trouble.
- b. Make a note of any login names and passwords, and also any other service that you set up to automate the activity (e.g.: forwards it from Twitter to Facebook). Share those details with members of the board, making sure they are stored safely.
- c. All accounts need to be cleared by the board. They need to be entered on a register held by the secretary. He/She will need details via email of what you are doing, how it's being second-checked, and the key contacts.

d. BAFRA accounts should look and feel consistent.

3. Activity of Board of Directors carried out as part of official BAFRA output

a. Currently, there are limited official individual BAFRA accounts for example @BAFRAOFFICIAL on Twitter).

b. The crucial thing to remember is that as they're official BAFRA output, all tweets and other postings need to be consistent with this, reflecting and focusing on areas relevant BAFRA, and avoiding personal interests or unrelated issues.

c. Everything else done by individuals who are BAFRA members is done in their own name - it is not owned by BAFRA, may not normally be linked to or trailed by BAFRA as official output, and should not purport to come from BAFRA

Please do the following:

Use good judgment

- We expect you to use good judgment in all situations.
- You must know and follow the BAFRA Code of Conduct, including Social Networking/Media Guidelines.

Be respectful

- Always treat others (including Coaches, fellow officials, players and league officers) in a respectful, positive and considerate manner.

Be responsible and ethical

- Even though you are a BAFRA member, unless you are specifically authorized to speak on behalf of BAFRA as a spokesperson, you should state that the views expressed in your postings, etc. are your own.
- Be open about your affiliation with BAFRA and the role/position you hold.

Be humble

- Our number-one goal is to offer well trained impartial officials, but we're certainly not perfect and we do make mistakes. Let's stay focused on working to deliver great officiating instead of bragging about it.

Be a good listener

- Keep in mind that one of the biggest benefits of social media is that it gives all participants of football another way to talk to us—to ask us questions directly and to share their feedback.
- Always be doing at least as much listening and responding as you do "talking."

Avoid conflicts of interest

- A conflict of interest exists if you have an interest outside of your role as a BAFRA member that interferes with your responsibilities or may affect your judgment on behalf of BAFRA.
- If you have any questions, please speak to a member of the board

Please don't share the following:

Confidential information

- Do not publish post or release information that is considered confidential or not public. If it seems confidential, it probably is. Online "conversations" are never private!

Private and personal information—yours, teams/players and co-workers'

- To ensure your safety, be careful about the type and amount of personal information you provide. Avoid talking about personal schedules or situations.
- NEVER give out or transmit personal information of fellow officials (such as names, addresses, telephone numbers or other personal information).

Please be cautious with respect to:

Images

- Respect the BAFRA logo.
- Do not post pictures of minors without their parents permission.

Other sites

- A significant part of the interaction on Twitter, Facebook and BAFRA.Org involves passing on interesting content or linking to cool items. However, we are ultimately responsible for any content we pass on. Don't blindly repost a link without looking at the content first.
- Avoid linking to outside websites, unless you trust the source.
- Pay attention to the security warnings that pop up on your computer before clicking on unfamiliar links. They actually serve a purpose and protect you,
- When using Twitter, Facebook and other tools, be sure to follow their printed terms and conditions.

And if you don't get it right...

- Be sure to correct any mistake you make immediately, and make it clear what you've done to fix it.

- If it's a MAJOR mistake please let your board members know immediately so we can take the proper steps to help minimize the impact it may have.

In conclusion

The purpose for you to become more actively involved with social media is to find additional opportunities to connect with members of the football community and share information with them that they enjoy receiving. If you have any questions about using social please speak with your board of directors.

Above all, remember to have fun and be yourself! We look forward to seeing you online!