



BAFRA Social Media Guidance

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

1. Your own personal activity, as yourself where the intended audience are 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, as yourself where the intended audience are your friends and contacts, but not under or in the name of BAFRA

You are not discouraged from using social media, however as a BAFRA member there are considerations to bear in mind when using social media including:

- Do not post content that is offensive or discriminatory
- Do not comment or engage on other users posts which elevates offensive or discriminatory content
- 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
- Make it clear that the views expressed are personal, and not those of BAFRA unless authorised to do so by BAFRA.
- Avoid stating your preferences regarding matters associated with American Football or say anything that compromises your impartiality.
- Don't use social media to voice petty disputes 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
- Avoid content that may be interpreted as an authority opinion regarding American Football rules application or administration unless so authorised by BAFRA
- Avoid comments or engagement on other users posts which elevates content that may be interpreted as opinion regarding American Football rules application or administration unless so authorised by BAFRA
- Use the closed Facebook group Zebra UK for internal discussions between BAFRA members. This content may be to request or offer guidance to newer officials, rules interpretations and examples for training and consistency or any other useful information to support day to day activity as a BAFRA member
- Note: If you wish to start a blog/YouTube channel or any other similar content where you feel conflicts of interests are possible, you should discuss it first with the board of directors to discuss potential risks.

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

a. All external BAFRA activity whether on X (formerly Twitter), Facebook, Instagram, YouTube, LinkedIn or our Website or any other outlet should at a minimum meet the above standard and **must be proofread prior to publication** to ensure:

- Content is consistent with branding and this guidance
- Content is accurate
- Links work correctly

- 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 Facebook to Instagram). Share those details with the relevant Board Director 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 General Secretary
- d. BAFRA accounts should look and feel consistent.

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

a. On occasion content may be posted by BAFRA board members in their own name but in an official capacity on behalf of BAFRA. Such content should be prepared and delivered under the same guidelines as described above for official BAFRA pages and Websites.

b. Everything else posted 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 adhere to 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 authorised 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 X, Facebook and BAFRA.info 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 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 minimise 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 contact the Board of Directors.

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