



United States Australian Football League

A 501(C)3 Not-For-Profit Organization

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U.S. Australian Football League Policy

Policy Document: Social Media Policy
Approved by: [Executive Board]
Effective Date: 08/21/2025
Drafted by: Zach Aaron

Purpose: To establish clear policy, communication, and requirements for USAFL members, player participants, and associated individuals.

Policy Statement: The USAFL is an independent, non-profit amateur sports organization committed to the development, growth, enjoyment, and participation of Australian Football in the United States. As part of this commitment, the USAFL recognizes that role that social media plays in furthering these goals. The USAFL Social Media Policy aims to give its members, social media creators, and social media consumers clear guidelines and regulations pertaining to the use of social media within the USAFL context.

A. Definitions:

1. “Official USAFL social media platform” should be defined as any social media page, account, live stream, or other social media platform operated by or on behalf of the USAFL. This policy shall encompass all of the USAFL’s current social media platforms and all official future USAFL pages or accounts. A list of the USAFL’s current social media pages and accounts include, but are not limited to, the following:
 - Website: <https://aussierulesusa.com/>
 - Facebook: <https://www.facebook.com/usaf1>
 - Instagram: <https://www.instagram.com/usaf11997/>
 - Twitter/X: <https://x.com/usaf11997>
 - BlueSky: <https://bsky.app/profile/usaf1.bsky.social>
 - LinkedIn: <https://www.linkedin.com/company/usaf1/>
 - YouTube: <https://www.youtube.com/@USAFL1997>

- <https://www.instagram.com/usaflfreedomandrevos/>
- <https://www.facebook.com/AussieRulesTeamUSA>
- <https://www.instagram.com/usaflumps/>
- <https://www.facebook.com/usaflumpires>

2. “Social media creators” should be defined as any individuals who own, operate, post, or use an official social media platform on behalf of the USAFL.

B. Content and Commentary

1. Content Ownership

- a. All photos, videos, graphics, live streams, or other media posted to an official USAFL social media platform are the exclusive property of the USAFL, unless otherwise credited. Any unauthorized reproduction or redistribution of any content without the express written consent of the USAFL is strictly prohibited. For media inquiries or content usage requests, please contact the USAFL Executive Director or any member of the Executive Committee.
- b. By participating in league events, all players, coaches, officials, and attendees grant the USAFL the right to capture and use their image, likeness, and performance for promotional, commercial, and archival purposes in all forms of media unless otherwise agreed in writing.
- c. By owning or operating an official USAFL social media platform on behalf of the USAFL, all volunteer social media creators grant the USAFL exclusive ownership rights over the official USAFL social media platform and all media generated by it.

2. Content and Commentary Moderation

- a. The USAFL aims to create and maintain a positive, encouraging, and welcoming environment within its social media platforms to promote the growth of Australian Football in the United States. As such, the USAFL reserves the right to reasonably moderate both the content posted and user commentary and engagement with any media posted.
- b. The USAFL reserves the right to remove certain types of commentary from official USAFL social media platforms, ask users engaging in such commentary

to cease, or banning or blocking users from commenting entirely. Such content may include, but is not limited to:

- i. Discriminatory comments;
 - ii. Comments which threaten, disparage, vilify, or insult another person on the basis of race, color, religion, sex, national origin, age, disability, genetic information, sexual orientation, gender identity, ancestry, citizenship, military status, veteran status, or any other characteristic protected by applicable federal, state, or local laws;
 - iii. Defamatory assertions of fact (not including opinions);
 - iv. Bullying;
 - v. Threatening;
 - vi. Propaganda, misinformation, or disinformation;
 - vii. Promotion of illegal activity;
 - viii. Non league-related political promotion or opposition;
 - ix. Infringement of ownership rights of another party;
 - x. Personally identifiable information or “doxxing”;
 - xi. Spam;
 - xii. Gambling.
- c. Discussion of League Operations
- i. The USAFL encourages its members, participants, and social media users to refrain from discussing USAFL internal operations or issues on social media. Any such communications should be made through private channels such as e-mail, phone, or text.

C. Failure to Comply

1. Incident Reporting Procedure:

- a. Any person that experiences or observes an incident of social media use that is not in accordance with the USAFL Social Media policy should immediately report the incident through an appropriate channel. Individuals who are found to have observed or had knowledge of and failed to report any such incident may be subject to the [USAFL Off-Field Disciplinary Policy](#).

- b. A complaint of a breach of the USAFL Social Media Policy must be communicated to the USAFL for any review or assessment proceedings to be commenced. Such communications made either in-person or via email to their respective Club President, Regional VP, or any member of the Executive Board. Specific contact information for USAFL Presidents, Regional VPs, and Executive Board can be found here: <https://aussierulesusa.com/about-usafl/>
 - c. Any formal complaint must include the following information:
 - i. A description of an observation of the alleged breach by a member club, individual, or social media user, including the player, club, or social media user's name and/or social media username;
 - ii. Name of members or individuals involved in the incident;
 - iii. Information regarding the nature of the alleged breach including a description of the incident circumstances, date, platform, and any relevant information including screenshots or links to alleged conduct;
 - iv. Any other pertinent information useful for the purposes of investigation and assessment.
 - d. A complaint should be acknowledged by the recipient of the complaint within a reasonable time, generally no later than two weeks from the time it was received. This acknowledgement should be sent to both the filer of the complaint and to the parties accused in the complaint. Acknowledgement should be sent through email, text message, phone call, or any other private means of communication. Acknowledgements should not be made or sent through any public means, such as social media posts, as complaints are held in confidence by the USAFL.
 - e. Any individual who, after sufficient investigation, is found to have made false or misleading statements, allegations, or complaints may be subject to the USAFL disciplinary policy, turned over to appropriate legal authorities, or both for further proceedings subject to the discretion of the investigating USAFL Disciplinary Panel.
2. Upon receipt of any complaint of a breach of the USAFL Social Media Policy, the USAFL should immediately investigate, assess, resolve, and enforce disciplinary actions pursuant to the [USAFL Off-Field Disciplinary Policy](#).

3. Any USAFL member, affiliate, or social media user that is found to have failed to comply with the USAFL Social Media Policy may be subject to disciplinary action including, but not limited to, the following:
 - a. Formal warning from the USAFL;
 - b. Banning, blocking, or restricting of following, posting, commenting, or interacting with official USAFL social media platforms;
 - c. Ban or suspension from participation in league activities, including playing, coaching, and officiating.
4. USAFL member clubs as fundamental constituents of the league will be held strictly accountable for noncompliance with the USAFL Social Media Policy of their members or club representatives. Failure to comply or continued noncompliance with the USAFL Social Media Policy by member clubs may result in suspension of the club's status as a member club of the league.
5. The USAFL shall maintain a record of the member clubs or individuals found to have breached the USAFL Social Media Policy.
6. While the USAFL Executive Committee retains ultimate discretion regarding the scope, severity, and type of disciplinary action, continued breaches of the USAFL Social Media policy may generally result in more severe or restrictive disciplinary action. For example, a first offense may result in a formal warning and suspension from interacting with the USAFL on social media, a second offense may result in a ban from interacting with the USAFL on social media, and a third offense may result in suspension from league activities.