



# SOCIAL MEDIA GUIDELINES FOR BASKETBALL REFEREES

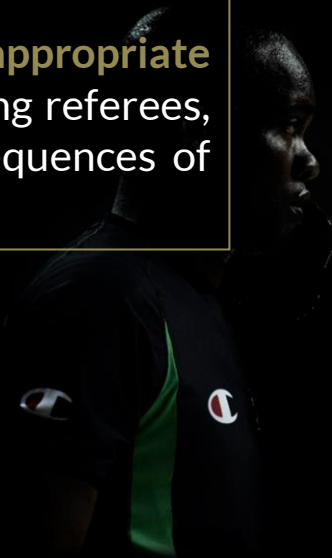
## MAKE THE RIGHT CALLS ON SOCIAL MEDIA

Nowadays, referees decisions on court, either right or wrong, may be quickly and widely exposed through **digital and social media**. Most of the times, referees decisions are only partially or even wrongly reported.

The growth of social networking has changed communications standards.

The guidelines and tips in this document are for the entire **FIBA refereeing community** (referees and staff) and apply to all interactive or social media (including but not limited to Facebook, Twitter, LinkedIn, YouTube, Google+ and websites or blogs, whether for personal or professional use).

These recommendations aim at establishing **appropriate social media conduct** and warning and protecting referees, National Federations and FIBA from the consequences of referees activities on social media.





## Participation in online social networks affects your personal, social and professional areas:

- Any FIBA member is entitled to express himself on social media
- Transparency: the organisation must be presented in a realistic and natural fashion
- Service Basketball



## Protect your privacy and confidential information

- Never share your private phone or email address
- Protect your professional environment and do not risk your reputation
- It is recommended not to use personal email addresses to create personal accounts (the recommendation explicitly applies to Twitter and Facebook)
- Keep in mind that all internet activity is stored indefinitely and is accessible to any user, who might take it out of context



## Don't interact with potentially dangerous persons

- Carefully choose your online friends and do not accept unknown friend requests
- Be careful with friends' messages links, as well as with other sites friend requests



## Shared opinions on any social media profile are personal and do not in any way reflect those of FIBA

- Referees are free to express their point of view about any subject they might consider appropriate
- However, they should never forget that their job consists of applying justice through officiating, and that no one has the right to think that decisions on court are influenced by something different than pure judgment
- FIBA strongly recommend referees not post and comments about clubs, national teams, National Federations, leagues, referees or any other potential basketball entity, to avoid any suspicion of biased judgment
- Social norms as well as the terms of use of each social network must be respected at all times
- **Always take a moment and think before posting on social media while you're officiating in a competition.**
- Carefully select the information and images you publish



## Publications must be dignified and in good taste and must not contain disrespectful or obscene words or images

- No insults or offensive comments can be published on the Internet
- Do not post any content that is threatening, obscene, or injurious to the reputation or interests of National Federations, clubs, national teams, other referees, players, etc.
- Inappropriate communications may disrupt FIBA's liability and the integrity of the game itself.

## BENEFITS

- Instant information on basketball and refereeing worldwide (share photos and videos, documents, etc.)
- Allow people to network and stay in touch easily
- Use of social media tools for educational purposes
- Participation and organisation of events, lectures and debates facilitated
- No geographical or language barriers

## RISKS

- Your life is not private any more
- Protection of privacy and confidentiality hard to guarantee and can impact job as a referee
- The transmission of information via Internet is not completely secure; any transmission of data has a risk
- Risk of impersonation
- Easy to copy material out of restricted pages and use it outside of refereeing world
- Abusive, prejudiced, obscene and/or racist criminal use



FIBA - International Basketball Federation  
Route de Suisse 5 – P.O. Box 29  
1295 Mies – Switzerland  
Tel: +41 22 545 00 00  
[communications@fiba.com](mailto:communications@fiba.com)  
[fiba.com](http://fiba.com)

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