



SOCIAL MEDIA GUIDELINES

12/2024

The rise of social networking platforms has significantly transformed communication standards and has a substantial impact on the visibility of referees' decisions on the court. These guidelines are designed for the entire refereeing community, including AdABL members, active and non-active referees, and commissioners. They apply to all forms of interactive or social media, such as Facebook, Twitter, Instagram, public applications, websites, or blogs.

1. Promote Basketball Responsibly

Social media is a powerful tool that can be used to promote the sport of basketball in various ways. However, always use common sense when posting. Remember that your actions online can reflect on the sport and your professional reputation.

2. Avoid Conflicts of Interest

AdABL strongly advises referees and commissioners against posting or commenting about clubs, national teams, the national federation, or any other basketball entities. This helps prevent any appearance of biased judgment.

3. Be Accountable

You are responsible for your actions on social media. Consider how your posts might affect your colleagues in the refereeing community. Ensure that your online behavior aligns with professional standards.

4. Understand Permanency

Content posted on social media is permanent. Even if you delete a post quickly, it might already be too late to prevent its spread or impact.

5. Represent Your Community

Others will associate you with the referee department (Commission des Arbitres/AdABL) and your colleagues. Even personal posts can be viewed as representing AdABL, so act accordingly and maintain professionalism at all times.

6. Think Before You Post

Always take a moment to think before posting on social media, whether during competitions or not. Carefully select the information and images you publish to ensure they are appropriate and do not harm your professional image. **Thank You!**

THANK YOU!

Source: www.fiba.com