

MEMO 14 - 24

To: Queensland Clubs
From: Football Queensland
Subject: Implementation of SocialProtect
Date: April 30, 2024

Dear Clubs

An ever increasing amount of football content and discussions with stakeholders is published online or occurring through social media. Disappointingly, there is an increasing frequency of personal attacks on players, referees and administrators through social platforms.

To prioritise the mental health of our participants and to counter the ongoing online abuse directed towards participants and clubs across social media, Football Queensland has partnered with SocialProtect to support the implementation of an online moderation and protection tool to be eventually made available to participants across all Queensland clubs.

SocialProtect automatically removes comments from social media posts or pages that contain cyber-bullying, hate speech, racial slurs, links to pornographic sites, crypto scams and other abuse that is common on social media.

The introduction of this service, in line with the Protect Our Game initiative, reinforces Football Queensland's commitment to a zero-tolerance policy against poor behaviour and adds an extra layer of security as we work to protect our clubs, participants and the public both on and off the pitch, reducing mental impact and lowering self-harm risk.

As part of a staged roll out, all clubs currently participating in the NPL Men and NPL Women competitions will receive the service as part of their Licence. These clubs will be able to access and implement SocialProtect into their club's digital security network for the remainder of the season, providing important protection to their players and coaches.

At different points during the current season, all other clubs across Queensland will be able to protect their participants by accessing the service for a small monthly subscription fee.

SocialProtect is a downloadable mobile application that allows clubs, teams and athletes to link their social media accounts to help monitor and automatically identify, delete and contain abuse in real time.

The tool offers key features such as a quarantine zone for account owners to review flagged content, an educational hub that offers tips and resources for users, along with a multi-lingual capability to identify potentially harmful keywords and phrases.

Clubs and players are not required to disclose account passwords to SocialProtect or Football Queensland to utilise the service as the application operates through authorised technical 'hooks' provided by social media platforms, ensuring that full account control remains solely with the holders and administrators.

READ OVER



Following the successful implementation of the SocialProtect tool across Football Queensland's social media accounts and by top-level professional sports teams from Australia and around the world, FQ is confident that SocialProtect will deliver the same protective benefits to our clubs and participants.

[Click here for further information about SocialProtect.](#)

End.