UAOA
UNITED AGAINST ONLINE ABUSE

# [ORGANISATION NAME]

# ONLINE COMMUNITY GUIDELINES

[TEMPLATE GUIDANCE — NOT FOR PUBLICATION. Replace all square-bracketed text; select only the optional sections relevant to your organisation; delete this guidance. Check that every operational commitment reflects your actual practice. Seek appropriate legal and safeguarding review where required.]

[SPORT / ORGANISATION / COMMUNITY] is built on [explain what your sport, organisation or community is built around and what brings people together]. Our online communities bring together [fans, participants, athletes, officials, volunteers, teams, members, partners and other relevant stakeholders] from across [the sport / organisation / community] and around the world.

[ORGANISATION NAME] is committed to creating online spaces where people can [explain what you want people to be able to do — for example participate, exchange views, support their team, discuss the sport or connect with others] in a respectful, inclusive and safe environment.

Different opinions are part of healthy sporting communities. We welcome discussion, debate and criticism. What we do not accept is disagreement becoming personal abuse, discrimination, harassment or threats.

These Guidelines set out the standards we ask everyone to follow when engaging on [ORGANISATION NAME]-managed [identify the channels or online spaces covered by the Guidelines].

They complement, and do not replace, the terms, community standards, reporting procedures or enforcement decisions of the individual platforms on which we operate.

# OUR COMMUNITY STANDARDS

Passion and strongly held views can be part of [SPORT / COMMUNITY]. That should never come at the expense of the people taking part in the conversation.

We ask everyone engaging with [ORGANISATION NAME]-channels to:

- **Debate the issue, not the person.** Challenge decisions, ideas and opinions without attacking, intimidating or targeting the individual behind them.
- **Treat others with respect.** Strong opinions are welcome; personal attacks are not.
- **Make space for different perspectives.** Our community brings together people with different experiences, ideas and viewpoints. Those differences belong in the conversation; hostility does not.
- **Contribute constructively.** Keep discussions relevant and avoid behaviour that intimidates, harasses or repeatedly disrupts others.
- **Help protect the community.** If you encounter content that may breach these Guidelines, use the available reporting tools rather than amplifying or escalating it.

*[Adapt or add standards where appropriate to your community, provided expectations remain clear, proportionate and realistically enforceable.]*

# WHAT WE DO NOT ACCEPT

[ORGANISATION NAME] does not tolerate abusive, discriminatory, threatening or harassing behaviour or content, including the conduct described below.

This includes, but is not limited to:

- hateful or discriminatory language or conduct directed at a person or group on the

basis of an actual or perceived personal characteristic or status, including [INSERT CHARACTERISTICS APPROPRIATE TO THE ORGANISATION AND APPLICABLE LEGAL CONTEXT];
- targeted harassment, bullying or repeated personal attacks;
- threats of violence, including death threats, or other serious harm;
- encouraging, inciting or celebrating violence or harm against an individual or group;
- sexual harassment or sexualised abuse;
- coordinated harassment, including encouraging others to target an individual or group;
- sharing, or threatening to share, another person's private or identifying information in circumstances that could expose them to harassment, intimidation or harm;
- malicious impersonation, scams or other deceptive behaviour that may deceive or harm members of the community;
- spam, malicious links or repeated disruptive content; and
- content that [ORGANISATION NAME] is required to remove or restrict under applicable law.

**Context matters.** Content may be assessed as a whole, including its wording, imagery, surrounding conversation, patterns of repeated behaviour and other relevant circumstances.

The use of coded language, altered spelling, images, symbols or other methods does not prevent content from being moderated where, in context, it falls within these Guidelines.

# HOW WE MODERATE OUR ONLINE SPACES

*[Choose and customise an opening statement that accurately reflects your existing practices. Do not imply continuous monitoring if it is not provided.]*

[ORGANISATION NAME] actively moderates its online communities to help maintain respectful and safe spaces for participation.

Where content or behaviour appears to breach these Guidelines, [ORGANISATION NAME] may take proportionate action, taking into account factors including the nature, context and severity of the content, any apparent risk of harm and, where relevant, whether the behaviour is repeated.

Depending on the circumstances and the functionality available on the relevant platform, action may include [identify the actions your organisation can genuinely take — for example hiding or removing content, restricting interaction, blocking accounts or reporting content to the relevant platform].

*[OPTIONAL — include the following paragraph only where moderation technology is actually used. Remove the entire paragraph otherwise.]*

*[ORGANISATION NAME] uses [MODERATION TOOL / TECHNOLOGY] to support the moderation of its social media channels. The technology helps [IDENTIFY / FILTER / PRIORITISE / TAKE ACTION ON] content based on moderation rules and thresholds configured for [ORGANISATION NAME]-managed spaces. AI-enabled or automated tools support our moderation approach; they do not replace the rules, reporting processes or enforcement decisions of individual social media platforms.*

# WHAT YOU CAN DO

If you experience or witness abusive, hateful, threatening or discriminatory content, you are not required to engage with the person responsible. If you believe there is an immediate or credible threat to anyone's safety, contact the relevant local emergency or law-enforcement authorities. Do not rely on a social media or organisational reporting channel for urgent assistance.

Where safe and appropriate, you can:

1. **Keep a record.**

   Where possible, retain relevant evidence before the content is removed or changed. This may include screenshots showing the content, account name or username, date and time, together with a link to the original content.

2. **Protect your online space.**

   Social media platforms provide tools that may allow you to mute, restrict or block other accounts. Use the options that are appropriate to your circumstances.

3. **Report the content to the platform.**

Each platform operates its own community standards, reporting procedures and enforcement processes. Reporting content directly to the platform enables it to assess the content against its own rules.

*[OPTIONAL — only include the following numbered step if your organisation has a functioning, appropriately managed reporting mechanism and has defined what it can receive and do. Otherwise delete it and renumber the following steps if needed.]*

**4. Raise a concern with [ORGANISATION NAME].**

Concerns about online abuse relating to [define the scope of incidents your organisation is able to receive or address] may also be reported through:

[REPORTING EMAIL / FORM / OTHER REPORTING CHANNEL]

Where possible, include [identify the information your organisation genuinely requires, for example screenshots, usernames, URLs, dates or other relevant details].

The action [ORGANISATION NAME] is able to take will depend on the circumstances of the incident, the platform involved and the organisational processes that apply.

**REMINDER: Seek urgent assistance where necessary.**

If online content gives rise to an immediate or credible concern for someone's safety, contact the appropriate emergency or law-enforcement service in the relevant location.

In such circumstances, seeking urgent assistance must take priority over steps 1–4 above. Do not delay contacting the relevant authorities to complete any of those steps.

*[OPTIONAL — include only if applicable. Explain accurate safeguarding, welfare or safety referral arrangements, including any relevant external body, without implying that your organisation can investigate or manage every report.]*

Where a concern reported to [ORGANISATION NAME] may also fall within an applicable safeguarding, welfare, safety or other organisational process, it may be referred to the appropriate team for consideration, including legal and safeguarding review where required, in accordance with established procedures.

# A SHARED RESPONSIBILITY

Healthy online communities depend on organisations, platforms and the people who participate in them.

[ORGANISATION NAME] will continue to take action within its online spaces to support respectful participation and reduce harmful behaviour. We ask everyone engaging with our communities to play their part in creating an environment where [describe what you want your community to continue being able to do — for example express passion, debate decisions, celebrate sport, exchange different views and participate without being subjected to abuse].

*[OPTIONAL — develop a short closing statement that reflects your organisation's identity and reinforces the relationship between passion, participation and respect.]*

These Guidelines may be reviewed and updated as online communities, technologies, platform policies and approaches to online safety evolve.

**Questions or reports:** [REPORTING CONTACT]
**Last reviewed:** [MONTH YEAR]

*[OPTIONAL LEGAL DISCLAIMER — consider a jurisdiction-appropriate disclaimer where advised. Have any legal wording reviewed before publication; do not copy organisation-specific liability clauses without review.]*

**A NOTE FROM UNITED AGAINST ONLINE ABUSE**

Thank you for using the United Against Online Abuse (UAOA) Online Community Guidelines Template.

By adopting or adapting this resource, your organisation is joining a global movement to foster safer, more respectful and inclusive online communities across sport.

We encourage organisations using this template to acknowledge UAOA as its source. Such recognition helps increase the visibility of the initiative, promote the wider adoption of good practices and strengthen collective action against online abuse.

Together, we can help make sport a safer space for everyone.