

Social Code

of conduct

We live in a world where social hate is on the rise, with the risk that new generations may come to see it as simply a part of everyday life. At AFC Ajax, together with our main sponsor Ziggo, we are committed to a world without social hate. Read more about our efforts here.

As a club, we communicate with our fanbase online every day, and with that comes a shared responsibility to ensure these interactions take place safely and positively. That is why we operate a zero-tolerance policy towards social hate. This code of conduct outlines which forms of online behaviour are unacceptable and how the club works to combat social hate across its own social media channels.

Our commitment

AFC Ajax monitors its social media channels on a daily basis. Posts that do not comply with the social code of conduct are hidden. In more extreme cases, AFC Ajax may decide to block users or report incidents to the relevant authorities.

AFC Ajax hides such comments from its posts on the following platforms: TikTok, Instagram, Facebook, YouTube, Threads, and LinkedIn. Unfortunately, the AI-tool does not offer software options for deleting hateful messages via the other platforms.

Social hate includes threats, discrimination, insults, intimidation, and other forms of aggression that AFC Ajax considers to be crossing the line. AFC Ajax operates a zero-tolerance approach to social hate. The club defines social hate, in no particular order and not exclusively, as covering the following themes →

RACISM

DISCRIMINATION

DOXING

HATESPEECH

INTIMIDATION

THREATS

INSULTS

Reporting social hate *yourself*

Social hate will continue to grow as long as we accept it. The more we report social hate, the more we encourage social platforms to take action. Reporting social hate is simple and anonymous. Just select the menu icon ●●● and click on 'report'. The social platforms will then review the post and the account, in line with their reporting policies: TikTok, Instagram, Facebook, X, and YouTube.

A victim of social hate?

In the Netherlands, you can file a report against social hate. In some instances, social hate is punishable under criminal law. Would you like to know how to report social hate?



Get in touch with Slachtofferhulp Nederland (0900-0101) or the police.