



Sandbach United Football Club
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Sandbach United FC

Social Media Policy

For the purpose of this policy Sandbach united Football Club will be referred to as SUFC

Overview

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a community charter standard registered football club, SUFC recognises the benefits of social media as an important tool of engagement, to communicate with members and supporters.

It is important that the reputation of SUFC, as well as any affiliated sponsors and partners are not tarnished in any way by anyone using social media tools inappropriately, particularly in relation to any content that directly references SUFC, its players and/or members directly.

When someone clearly identifies their association with SUFC, or can easily be associated with SUFC through their involvement, in any social media forum, they are expected to behave and express themselves appropriately and in a manner that is consistent with this policy and the RESPECT code as laid out by the FA to the football community.

The purpose of this social media policy is to provide some guiding principles for members of SUFC to follow when using social media. This policy does not apply to the personal use of social media platforms by members where no reference is made to SUFC or any associated partners, sponsors or projects or where no obvious link to the club is present

Social media can be a fun useful environment and provides a medium not only for publication but is often used as a means of communication between members. Its use is encouraged and when used responsibly is a powerful tool for the club and its members. This policy is designed to protect the individual users and as an aide to safeguarding. Please respect the power and the pitfalls social media can bring.

Scope

This policy applies to all members of SUFC in particular those holding a club position (Employee, Volunteer, Committee, Managers and Assistants' and coaches)

This policy covers all forms of social media. Social media includes, but is not limited to,

- 1) Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Twitter, etc)

- 2) Content sharing including using sites such as Flickr (photo sharing) and YouTube(video sharing)
- 3) Commenting on blogs for personal or business reasons
- 4) Leaving product or service reviews on retailer sites or customer review sites.
- 5) Taking part in online votes and polls
- 6) Taking part in conversations on public and private web forums (message boards)
- 7) Editing a Wikipedia page

Intent

The intent of this policy is to include anything posted online where information is shared might affect employees, sponsors, partners, customers, or supporters of SUFC as an organisation and the reputation of both the club, the Football League or the Football Association and the competitions associated therewith.

Guiding Principles

The web is not anonymous. SUFC members and employees should assume that everything they write online, especially in open forums, can be traced back to them.

The boundaries between personal and club related profiles with any associated opinions and comments can often be blurred. As such, it is essential that SUFC members and employees clearly acknowledge this ambiguity when posting anything online and consider at all times their connection to SUFC and the role they hold within it, this includes holding a basic membership

As a representative of the club, when using the internet for professional or personal pursuits, all SUFC members and staff must respect the brand of SUFC, our partners, sponsors and associations to which we are members, such as the Football League and the Football Association.

Usage

For all SUFC employees and members using social media, such use:

- 1) Must not contain, or link to, libellous, defamatory or harassing content – this also applies to the use of illustrations or derogatory nicknames
- 2) Must not comment on, or publish information that is confidential in any way
- 3) Must not bring SUFC or the sport and any affiliated governing bodies into disrepute
- 4) Must not otherwise be in breach of the SUFC Media & Communications, Welfare policy or breach any such mandated code of conduct set by the club

For SUFC staff using social media, such use must not interfere with work commitments.

It is important that any trademarks/logos belonging to SUFC or any affiliated competition or governing body, are not used in personal social media applications, except where such use can be considered incidental – (where incidents is taken to mean “happening in subordinate conjunction with something else”) Official SUFC Blogs, Social Pages & Online Forums

When creating a new website, social networking page or forum that is in any way or can in any way be judged to be associated with SUFC, care should be taken to ensure the appropriate person is given permission to create the page or forum. Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the permission of the child's parents and/or guardian. (note the club membership form includes an implied consent for the use of images in associated official club media, unless signed and specified otherwise – Any issue in relation to the restriction of use of images by members should be brought to the attention of the welfare officer)

For official SUFC blogs, social pages and online forums:

- 1) Posts must not contain, nor link to, pornographic or indecent content
- 2) Some hosted sites may sell the right to advertise on their sites through “pop up” content, which may be of a questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of “pop up” content cannot be controlled.
- 3) SUFC employees and members must not use official SUFC pages to promote personal projects without the express permission of the committee
- 4) All materials published or used must respect the copyright of third parties.

Consideration for others when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. SUFC staff and members must recognise that it may not be appropriate to share some photographs, videos and comments in this way.

For example, there may be an expectation that photographs taken at private SUFC function will not appear publicly or on the internet. In certain situations, SUFC staff could potentially breach the Privacy Act or inadvertently make SUFC liable for breach of copyright.

SUFC staff should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given.

They must also remove information about another person should they be asked to do so.

Under no circumstances should offensive comments be made about SUFC, club staff, members or any affiliated partners or sponsors online through the use of associated club media. This is extended to cover the persons own social media. Any offensive comments that are not related to the above are subject to this policy and may be identified to the relevant party for action.

Breach of Policy

SUFC will continually monitor online activity in relation to the club and the sport. Detected breaches of this policy should be reported to the SUFC committee.

If detected, a breach of this policy may result in disciplinary action from SUFC under the

SUFC disciplinary procedures. A breach of this policy may also amount to breaches of other

SUFC documents and policies. Disciplinary action may involve a verbal or written warning, suspension of membership or in serious cases, termination of employment or contract with SUFC.

Consultation / Advice

This policy has been developed to provide guidance for SUFC staff and members in a new area of social interaction and increased use of mass user shared media.

For further information or advice on this policy contact:-

welfare@sandbachunitedfc.co.uk

Other useful contacts:

FA County Football Association's Welfare Officer

The FA/NSPCC Child Protection 24-Hour Helpline 0808 800 5000

www.FootballSafe@TheFA.com

Or by going direct to the Police and/or Social Services

Official Social Media of SUFC



www.Sandbachunitedfc.co.uk – Managed by John Clayton



www.twitter.com/SandbachUtd - @SandbachUtd - Managed by John Clayton



www.facebook.com/Sandbachutd - Managed by Dan Allman



www.sandbachunitedfc.teamapp.com- Managed by Mike Senior

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