



## **Social Media Policy**

### **1. The Policy**

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This policy outlines the Club's principles concerning the use of social media and provides advice that assists members in establishing and using social media spaces.

Social media refers to the interactions of individuals, groups and communities in online social networks and using digital media. Social networks refer to the groups that form through the use of social media. Social media is a valuable tool for conversations and the sharing of information and ideas - activities that are fundamental to educating members. It is also used to showcase the expertise of the CLUB, promoting our work and driving a higher interaction impact. The CLUB supports freedom of expression, critique, autonomy and transparency in social networking provided users act responsibly and CLUB policies and codes are adhered to.

The CLUB and CLUB members use social media for a range of purposes including:

- engaging with the football community to drive interactions with the CLUB;
- promoting the CLUB's perspective;
- member interactions and activities (e.g. voting, surveys, social initiatives, experience sharing);
- promoting events, awards and achievements;
- answering queries and responding to concerns;
- facilitating professional networks;
- enhancing learning; and
- reputation and brand management.

### **2. Scope**

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This policy applies to all CLUB members (which for the avoidance of doubt includes players).

### **3. Categories of social media networks**

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There are four identified types of social media networks of interest to the CLUB:

- official channels - Twitter, Facebook, Instagram and LinkedIn;
- professional profiles and pages - created by individual members;
- unrelated sites and groups that may be connected to the CLUB but over which the CLUB has little or no control; and
- personal – created by individual members.



### ***Official***

Official social media networks and accounts represent a part of the CLUB and are established and moderated by the Club Secretary. They must be approved by the President and be included in the social media directory. The social media directory is administered by the Secretary.

### ***Professional***

Professional profiles and pages tend to be created by individual members and indicate a current professional relationship with the CLUB. As these profiles or pages indicate an association with the CLUB, the content will inherently impact upon the CLUB's reputation.

### ***Unrelated***

Unrelated profiles, pages or accounts have no clear connection with the CLUB but may include comments about the CLUB. The CLUB is not able to directly influence these accounts, apart from conversations with site authors and platform owners.

### ***Personal***

Individual employee profiles and accounts that the CLUB has no clear connection with or control over.

## **4. Roles and Responsibilities**

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### *Club Secretary*

- manage the CLUB's primary public social media assets;
- populate the CLUB's social media channels with content that promotes and supports the members and football community;
- identify and respond - if appropriate - to controversial and/or prominent commentary about the CLUB in any public social media channels, as directed by the President;
- provide strategic advice for the appropriate use of social media channels for the CLUB and member engagement. This includes alignment with the CLUB brand;
- actively monitor and respond to public contributions to social media networks directly and refer contributors to the President for directed responses; and
- measure and report to the CLUB Board on the performance of social media activity.
- provide advice on technology platforms and licensing; and
- continually identify and assess emerging platforms and applications for potential CLUB adoption.

### *Individual Members*

- monitor and moderate their own professional accounts, profiles and networks;



- seek advice on issues relating to their own professional accounts and networks from the Secretary as appropriate;
- identify any potentially controversial content that relates to the CLUB and refer it to Secretary;
- disclose any information that is confidential to the CLUB or any third party or disclose personal data or information about any individual;
- disclose any information which is not yet in the public domain;
- refrain from making defamatory remarks about the CLUB, members and members etc;
- not misrepresent the CLUB by posting false or inaccurate statements about the work of the CLUB; and
- disclose any information that could be perceived or interpreted as being damaging to the CLUB's reputation by the general public.

## **5. Personal use of social media**

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Any communications that members make in a personal capacity through social media must not:

- bring the CLUB into disrepute, for example by criticising or arguing with members, members or the football community;
- take a position on a matter that may undermine the reputation or perceived objectives of the CLUB;
- making defamatory comments about individuals or other football stakeholders or groups; or
- posting images for links to content that are inappropriate, based on the standards of the CLUB;
- breach confidentiality, for example by:
  - revealing trade secrets or information owned by the CLUB; and/or
  - discussing the CLUB's internal workings;
- breach copyright, for example by:
  - using someone else's images or written content without permission; or
  - failing to give acknowledgement where permission has been given to reproduce content; or
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
  - making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
  - using social media to bully another individual (such as an employee of the CLUB);



- posting images that are discriminatory or offensive.

This policy relies on members acting responsibly and in accordance with this policy. Where members have concerns that a colleague is acting in breach of this policy, they are encouraged to raise these concerns with the President.

A breach of this policy by a member can result in disciplinary action by the CLUB'S board and, in the absolute discretion of the Board, may result in a cancellation of membership.

## **6. Supporting Policies and Documents**

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Social Media Directory

## **7. More information**

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If you have a query about this policy or need more information please contact the CLUB Deputy Chief Executive.

## **8. Review details**

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<b>Version</b>	<b>Date</b>	<b>Comments</b>	<b>Author</b>	<b>Approved by</b>	<b>Review Date</b>
V1	April 2019		Chief Executive	2 April 2019	