

# SOCIAL MEDIA POLICY



## 1.1 Introduction

Members of Wellesbourne Wanderers Football Club (WWFC) enjoy the opportunities and rewards of a community based sports club combined with affiliation to county and national Football associations. It is subsequently expected that members will uphold the ethos of the club in all social media interactions. Members will not act in such a way that the image of WWFC is brought into disrepute nor in a way that harms the immediate and wider football community.

Social media can be, when appropriate, an effective tool and is commonly used by the WWFC community to express their views, comments, ideas and criticism on a whole range of issues. WWFC expects members to use social media in a respectful and responsible manner. Social media should not be used to insult, present offensive or inappropriate content or to misrepresent the club or any member of WWFC or the external football community.

The Club has an official Facebook presence where we look to foster a community spirit in sharing the success of all age-groups, and the associated teams.

## 1.2 Rationale

The purpose of this policy is to set standards of behaviour for the use of social media that are consistent with the broader values and expectations of the WWFC community.

## 1.3 Definition

Social Media - refers to all social networking sites such as (but not limited to): Facebook, Twitter, Instagram, LinkedIn, Google+, YouTube and covers any way how these services are accessed.

## 1.4 Scope

This Policy applies to all those under the remit of the WWFC code of conduct. These documents can be accessed from the Club website ([www.wellesbournewanderersfc.co.uk/downloads](http://www.wellesbournewanderersfc.co.uk/downloads)).

## 1.5 Rights and Responsibilities

Members are expected to show respect to others, including members of the WWFC and wider football community.

Members are also expected to give due respect to the reputation and good name of WWFC.

When using Social Media, members are expected to ensure that they:

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- Respect the rights and confidentiality of others and the club
- Do not impersonate or falsely represent another person
- Do not bully, intimidate, abuse, harass or threaten others
- Do not make defamatory comments
- Do not use offensive or threatening language or resort to personal abuse towards each other or members of the WWFC Community
- Do not post content that is hateful, threatening, pornographic or incites violence against others
- Do not post content that harms the reputation and good standing of WWFC or those within its community
- Do not post content that contravenes the rules and regulation of the FA or leagues that we play in
- Adhere to the age restrictions for the use of the social media site in question

Any member of the club who feels that they may have been subjected by a third-party to any of the elements mentioned in section 1.5 for club related matters, should report such matters directly to the club via the Welfare Officer or Club chairman.

## 1.6 Breach of this policy

A breach of this policy may also involve a breach of other WWFC policies, and should be read in conjunction with the:

- WWFC Codes of Conduct
- The FA Responsible use of Social Networking sites guide
- The FA Social Networking, websites, mobile phones, email communications guide

A breach of this policy will be considered by the committee, or their delegates, and will be dealt with on a case by case basis.

All reports of cyber bullying and other technology misuses will be investigated fully and may result in notification to the police where the WWFC is obliged to do so. Sanctions may include, but are not limited to, suspension, or banning from membership of WWFC. Members must be aware that in certain circumstances where a crime has been committed, they may be subject to a criminal investigation by the police over which WWFC will have no control.

## 1.7 Reference material

Further guidance on Social Media can be found on The FA website -

<http://www.thefa.com/my-football/football-volunteers/whatsyourpitch/goingforpromotion/socialnetworks>