



Hasland
Community FC

Social Media Policy
October 2019

Policy Title	Social Media – Version One
Policy Author	Jack Grasby, Club Media Officer
Date Published	October 2019
Next Review	October 2021

Definition and scope

- 1.1. The purpose of this policy is to ensure that all Hasland CFC club members engage responsibly with social media and operate within the guidelines set by the English FA – particularly when it comes to reporting results.
- 1.2. The policy will also ensure that people outside of the club continue to see Hasland CFC in a good light and as a positive, progressive club that develops great players and great teams in a safe environment.
- 1.3. Social media, in the eyes of this policy, is the name given to websites and mobile applications that allow users to network, and communicate, by sharing photographs, videos, knowledge, interests and opinions.
- 1.4. The policy applies to all types of social media but, in particular, to Facebook, Twitter, Instagram, Messenger and WhatsApp.

Benefits and risks

- 2.1. There are various benefits and risks to using social media as a club, and as club members. These are outlined below.
- 2.2. The primary benefit of the club using social channels is that they enable us to share good news stories, heightening our reputation in the community and attract new players, sponsors and coaches.
- 2.3. A further benefit is that social media offers a way for people to communicate with the club – asking questions and providing feedback through Facebook Messenger, for example.
- 2.4. The primary risks involve personal data being shared and/or the club social media accounts being misused – damaging the reputation of the club and/or putting players at risk.
- 2.5. Social media also allows club members – coaches, committee, volunteers, players and parents – to communicate quickly and easily when it comes to organising games, fundraising, etc.
- 2.6. A risk to the club, both in terms of reputation and financial damage through fines, is club members being defamatory or abusive to others on social media, or sharing the outcome of mini soccer games.

Code of conduct

- 3.1. It is important that Hasland CFC maintains its positive reputation in the community – and that the club maintains its high standards when it comes to the sharing of personal data and safeguarding.
- 3.2. When using social media, **all** club members should abide by the code of conduct set in this policy. This therefore applies to the committee, managers, coaches, assistants, volunteers, players and parents.
- 3.3. The code states that club members, when identified as part of the club, should not post defamatory or offensive comments on social media.
- 3.4. Individuals must also not use social media to intimidate, bully or harass other club members or those within the community.
- 3.5. Results of mini soccer games must not be published under any circumstances – this includes the score line and the general outcome.
- 3.6. Nor should derogatory or snide remarks about teams (home and away), their players, managers, parents or match referees.
- 3.7. On the flip side, club members absolutely should use social media as a platform to celebrate the wider successes of their teams and players.
- 3.8. Social media should also be used to share ideas, organise club events and advertise for players – in line with the guidance outlined in section six.

Official club accounts

- 4.1. The Club Media Officer, with the support of the Chairman, who can provide resilience and continuity, will manage official club accounts.
- 4.2. There should only ever be one public facing Hasland Community FC account on Facebook, Twitter and Instagram.
- 4.3. These will be supplemented by a series of closed groups in which club members can discuss Hasland CFC issues. These approved groups are the Managers Information Group, Committee Group and Hasland CFC Chat.
- 4.4. Individual teams may create their own group or chat – via Messenger, WhatsApp or Facebook – to plan fixtures and discuss team issues.
- 4.5. There should only be **one** of these groups and chats per team and they should be managed by the team manager. One committee member, ideally the Club Media Officer or Chairman, should be in each group.
- 4.6. When it comes to closed team accounts – the code of conduct still applies regardless of the platform.

Reporting results

- 5.1. In line with the National FA's ruling, the results and outcomes of mini soccer games **should not** be reported or recorded by club members.
- 5.2. This applies to the results of games from Under 7 to Under 11. Results from Under 12 upwards can be reported.
- 5.3. There is an exception to this rule in that the results of all cup games can be published, however this policy states that this should only be done for quarter, semi and final games.
- 5.4. The FA ruling states that it is the result, outcome or anything that suggests the outcome that should not be reported.
- 5.5. Club members **can** still post match reports, even for mini soccer games, and are encouraged to do so.
- 5.6. These can include details of the performance, praise for individual players, parents and referees and other parts of the game.

Player adverts

- 6.1. When advertising for players during the course of a season, adverts **must** ask specifically for 'unattached players'.
- 6.2. This applies to any time between 1st September and 31st May, however best practice is to do this all year round.
- 6.3. This is due to FA rules that prevent grassroots clubs from talking to, and attempting to sign, players that are currently signed to another club.
- 6.4. Any teams in need of players should speak to the Club Media Officer, who can put an official advert out. These are often successful.

Visual imaging

- 7.1. A photograph that identifies an individual, or group of individuals, may be classed as personal data – and therefore will be regulated under the Data Protection Act 2018.
- 7.2. Before taking a photograph, or video, of an individual or group, their explicit consent (if they're over 13) should be sought.
- 7.3. For children younger than 13, consent should be sought from a parent/guardian.

- 7.4. This is done each year via the club's signing on forms, which covers the season, but it is good practise to seek additional consent.
- 7.5. It is advised that this is done in writing either via email or message. It is acceptable to do this in person, too, but not ideal.
- 7.6. It should be made clear to the subject of the image what it will be used for and the photo, or video, should only be used for that intended purpose.
- 7.7. Visual images, much like other data, should be destroyed as soon as they have been used for their intended purpose.

Online privacy

- 8.1. Club members are reminded, especially managers and those responsible for club social media accounts and groups, to regularly check their security settings and passwords to keep accounts secure.
- 8.2. Club members should also ensure they do not share any personal data – regards players or others involved with the club – via social media. This includes full names, addresses, contact details and other personal info.