

## **GRAYS ATHLETIC COMMUNITY FOOTBALL CLUB – SOCIAL MEDIA POLICY (07/2023)**

This policy provides guidance for using social media for representatives of Grays Athletic Community Football Club “we”

### **Definition**

Social Media is defined as “Websites and applications that enable users to create and share content or to participate in social networking”.

Source – Google

### **Our Policy**

When using social media, we will:

- Be aware of our target audience
- Be aware of the implications where the communication is a financial promotion eg requiring approval
- Respect copyright and fair use
- Ensure any financial promotions remain up to date and correct
- Ensure that any required risk information is displayed clearly
- Keep a record of all approved promotions
- Ensure our social media policy is reviewed at least annually

### **Platforms**

The social media platforms referred to in this policy include (but are not limited to): Facebook, Twitter, LinkedIn, YouTube, Instagram, Snapchat, Pinterest, WhatsApp. This policy will also cover any other online platforms that are used for networking, sharing information/opinions, instant messaging, blogging, forums, posting pictures, videos and comments on either existing or new online social media platforms.

### **Responsible Sharing**

Sharing or re-tweeting someone else’s content makes that individual responsible for it. It doesn’t remove responsibility from the originator if it was incorrect, but it makes the individual who shared the content culpable as a communicator. So additional care must be taken if re-posting or retweeting.

### **Clear Fair and Not Misleading**

Communications through social media can reach a wide audience very quickly. It is important therefore to ensure that the original communication would remain clear, fair and not misleading, even if it ends up in front of a non-intended recipient through others reposting or sharing the communication.

### **Fair Usage**

Members of GACFC are able to say that they are a member of GACFC on their social media profiles but need to make it clear that they are not speaking on behalf of GACFC and that all opinions posted are their own.

If GACFC is mentioned in any member’s profiles login details are never to be shared with anyone and people posting on their behalf is not allowed. Upon leaving GACFC, if any member is an Administrator or owner of any GACFC social media group (s) , then they must update their profile by removing themselves from that social media group (s) or pass the ownership over to a current GACFC member

Photos, videos, messages, audio or statements that potentially could be seen as offensive, threatening, abusive, anything containing nudity or of a sexual nature or anything that could be viewed as bullying, harassment or discrimination is prohibited.

Giving out personal or private information about anyone involved with GACFC is also prohibited.

Copyright and trademarks should be taken into account when using social media, as most published information will be protected by copyright meaning the re-use or re-posting of it without the owner's permission is illegal.

If it is revealed that anyone within GACFC has posted something that is inappropriate or offensive, then contact the administrator for the page detailing those concerns and ask them to remove the post/s. In this event, please also advise Rob Seaman of the situation immediately