

# NEWARK TOWN FOOTBALL CLUB CLUB SOCIAL MEDIA USE POLICY



## Introduction

This document is drafted in accordance with the existing Rules adopted pursuant to a resolution of the Society at a General Meeting held on 1<sup>st</sup> June 2022 and the Best Practice guidance issued by the FSA.

This policy is for all Newark Town Football Club board members, employees, football staff, non-football staff and players.

Communication through social networking websites such as Facebook, Twitter, Instagram, LinkedIn and many others is now common practise.

The same common-sense approach applies to this form of communication, as they do to any other, to protect the interests and reputation of NTFC the people who represent the organisation, work for the organisation, and our immediate colleagues.

## Social Network Usage

- Club officials are the designated admins for the team pages on social media. Access should not be given to parents or others not directly associated with the club.
- Do not divulge information which is confidential to Newark Town Football Club, its members, partners, or suppliers.
- Ensure that they you not conduct yourself in a way that is detrimental to Newark Town Football Club
- Newark Town Football Club does have a public profile, and as such can be subject to scrutiny by the media and public. This means we all need to take great care to ensure that you do not at any time use social media in a way that could in any way damage the reputation of colleagues or Newark Town Football Club and those we work with – it means you must behave in a way which ensures there is no negative impact on Newark Town Football Club, your colleagues or the people and organisations we work with and for.
- No information, contact details, images, recordings or photos obtained by you because of your position at Newark Town Football Club can be used or posted in any way.
- Privacy and the reputation and feelings of others must be respected at all times. Employees should obtain the permission of other colleagues before posting contact details or photos. It is in all our interests that you must not place on a website any comment, images or information that may cause embarrassment to Newark Town Football Club or to immediate colleagues.

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- As at all times, great care should be taken at all times to avoid using language which could be deemed as offensive. One way of approaching this is to consider how what you were saying would be viewed if it was broadcast as an interview with you.
- It is expected that members of the Board, the football manager or his deputy may make comments relating to the club finances, budgets, transfer or recruitment activity. Comments of this nature MUST be treated sensitively and ensure that there is no negative impact on Newark Town Football Club. It is expressly prohibited for any other Officials to comment on such matters publicly
- Refrain from identifying yourself as working for Newark Town Football Club when engaging in online discussions that appertain to your employment but whilst using your personal user identity
- Officials should assume that the identity of NTFC will be known, or may quickly become known, to others, and that this may well create significant interest and scrutiny. A personal conversation through social media can very quickly become very public, as is the case with any electronic communication. Unless the use or access is strictly for Newark Town Football Club business purposes, you should certainly not make any posting, statement or comment that could in any way be taken as a Newark Town Football Club comment, and never about the business of Newark Town Football Club

Officials should be aware that blogs may create documents which the courts can order to be disclosed for use in litigation.

## Disclaimer

All biographies on personal Twitter accounts or other social media accounts should state that "the views expressed are personal and not those of Newark Town Football Club"

As with all our policies, any suspected breach of this policy will be treated seriously and investigated and may result in disciplinary action.