

# AFC CORSHAM SOCIAL MEDIA POLICY & GUIDANCE

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Approvers: S Bray (Chairman)  
C Smith (Club Secretary)

Approving vote from Management committee required.

Approval of this policy confirmed September 2<sup>nd</sup> 2020 by approval of AFC Corsham management committee.

# SOCIAL MEDIA POLICY

## **Policy overview and purpose**

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media, so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to AFC CORSHAM

This policy contains AFC CORSHAM guidelines for the AFC CORSHAM community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

## **Underlying principles**

This policy complements AFC CORSHAMS core values:

SOCIAL MEDIA & WEBSITE MANAGER (J CORBETT) is the owner of this document, the implementation and enforcement of the policies contained in this document require approval of the AFC CORSHAM Management committee. The policy will be approved in by vote of the Chairman, Club Secretary and the management committee following an approving vote. This vote confirmed 2/10/2020.

## **Coverage**

This policy applies to all persons who are involved with the activities of AFC CORSHAM, in unpaid/voluntary capacities and including:

- Persons appointed or elected to management boards, committees and sub-committees;
- Members of the other sporting organisations supporting temporary training camps, events, and any other engagement hosted by AFC CORSHAM
- Coaches and assistant coaches;
- Referees, and other officials.
- Players, family members, spectators,
- Football Association staff

## Scope

**Social media** refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, Tik Tok, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. An officially designated individual representing AFC CORSHAM on social media.
2. if you are posting content on social media in relation to AFC CORSHAM that might affect AFC CORSHAM services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to, or there is no reference to AFC CORSHAM or its competitions, teams, participants, services, events, sponsors, members or reputation. However, any misuse of social media in a manner that does not directly refer to AFC CORSHAM may still be regulated by other policies, rules or regulations of AFC CORSHAM

### ***Using social media in an official capacity***

You must be authorised by AFC CORSHAM Management committee before engaging in social media as an official representative of AFC CORSHAM.

To become authorised to represent AFC CORSHAM in an official capacity, you must have obtained permission to create content and post content on official AFC CORSHAM social media channels from the club committee.

As a part of AFC CORSHAM's community, you are an extension of the AFC CORSHAM brand.

As such, the boundaries between when you are representing yourself and when you are representing AFC CORSHAM can often be blurred. This becomes even more of an issue as you increase your profile or position within.

Therefore, it is important that you represent both yourself and AFC CORSHAM appropriately online at all times.

## **Guidelines**

You must adhere to the following guidelines when using social media related to AFC CORSHAM competitions, teams, participants, services, events, sponsors, members or reputation.

### ***Use common sense***

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for AFC CORSHAM.

### ***Protecting your privacy***

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, **even if it was intended to be shared privately**. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

### ***Honesty***

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything.

AFC CORSHAM recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation, particularly if you are referring to your business or commercial interests in this context.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

### ***Use of disclaimers***

Wherever practical, include a prominent disclaimer stating who you are affiliated with (e.g. member of AFC CORSHAM) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble – it may not have legal effect. If you are in any doubt, avoid creating the post.

### ***Reasonable use***

If you are a member of AFC CORSHAM you must ensure that your personal use of social media does not interfere with your role, your commitments as a committee member, coach, or assistant coach.

### ***Respect confidentiality and sensitivity***

When using social media, you must maintain the privacy of AFC CORSHAM's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of AFC CORSHAM.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by AFC CORSHAM, it is perfectly acceptable to talk about AFC CORSHAM and have a dialogue with the community, but it is **not okay** to publish confidential information of AFC CORSHAM. Confidential information includes things such as details about litigation, unreleased personal information and unpublished details about our organisation e.g. Teams, coaching practices, financial information, membership, and other information held by the club

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

### ***Gaining permission when publishing a person's identifiable image***

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person. To meet GDPR requirements AFC Corsham will enable all managers with a communication to send out to their teams parents requiring them to update their child's details on Pitchero agreeing that their child can



be photographed at AFC Corsham, and that their image may appear on social media and websites owned by AFC Corsham. If the parent fails to acknowledge, each manager will be given the details of children that cannot appear in photography that will be shared publicly and will not include them in any photography of that team. If a parent does not respond within seven days, from the request, the assumption is that AFC Corsham does not have permission for them to be included in photography.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviours.

In any instance of using copyright materials, you need to have consent of the owner of copyright in the image.

### ***Complying with applicable laws***

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

### ***Abiding by copyright laws***

It is critical that you comply with the laws governing copyright in relation to material owned by others and AFC CORSHAM's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

***Discrimination, sexual harassment and bullying***

The public in general, and AFC CORSHAM's members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media, you may also be bound by AFC CORSHAM's values and Anti-Discrimination, Harassment and Bullying and other applicable policies.

### ***Avoiding controversial issues***

Within the scope of your authorisation by AFC CORSHAM, if you see misrepresentations made about AFC CORSHAM in the media, you may point that out to the relevant authority in that organisation. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party. **Do not engage in online debate via Social Media as a representative of AFC Corsham.**

### ***Dealing with mistakes***

If AFC CORSHAM makes an error while posting on social media, be up front about the mistake, and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses AFC CORSHAM of posting something improper (such as their copyrighted material) or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

### ***Conscientious behaviour and awareness of the consequences***

Keep in mind that what you write as a member of AFC CORSHAM is your responsibility, and failure to abide by these guidelines could put your MEMBERSHIP at risk.

You should always follow the terms and conditions for any third-party sites, in which you participate.

### ***Branding and intellectual property:***

You must not use any of AFC CORSHAM's intellectual property or imagery on your personal social media without prior approval from AFC CORSHAM.

AFC CORSHAM's intellectual property includes but is not limited to:

- Trademarks
- Logos
- Slogans
- Imagery which has been posted on AFC CORSHAM official social media sites or website.

You must not create either an official or unofficial AFC CORSHAM presence using the organisation's trademarks or name without prior approval from AFC CORSHAM.

You must not imply that you are authorised to speak on behalf of AFC CORSHAM, unless you have been given official authorisation to do so by AFC CORSHAM Management committee.

Where permission has been granted to create or administer an official social media presence for AFC CORSHAM, you must adhere to the AFC CORSHAM Branding Guidelines.

## **Policy breaches**

Breaches of this policy include but are not limited to:

- Using AFC CORSHAM's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of AFC CORSHAM's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any UK law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing AFC CORSHAM's its affiliates, its sport, its officials, members or

sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

### ***Reporting a breach***

If you notice inappropriate or unlawful content online relating to AFC CORSHAM or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

In the first instance this should be reported to the Social Media Manager & the Club Secretary.

Further information about reporting breaches:

For a complaint about the misuse of social media relating to a match or competition that occurs either prior to, during, or after a game, report the incident to your child's team manager, or contact the Social Media Manager and Club Secretary directly.

For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular game; refer to the Club Social Media Manager and Club Secretary.

### ***Investigation***

Alleged breaches of this social media policy may be investigated according to AFC CORSHAM 's Social Media policy.

Where it is considered necessary in the context of a breach of sufficient seriousness, AFC CORSHAM may report a breach of this social media policy to police, should the club have a concern that laws have been broken.

### ***Disciplinary process, consequences and appeals***

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the AFC CORSHAM disciplinary procedure.

Members, supporters and players of AFC CORSHAM who breach this policy may face disciplinary action up to and including termination of their membership, or ability to attend AFC CORSHAM matches, events, or any other AFC CORSHAM related activities.

### ***Appeals***

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under AFC CORSHAM policy. This to be granted based on a vote of the full club committee and is at the discretion of the AFC CORSHAM club committee.

### ***Related policies***

- Code of Conduct
- Anti-Discrimination, Harassment and Bullying Policy
- Acceptable IT use Policy
- Membership Policy
- Grievance Policy
- Child Protection Policy
- Data Protection Privacy Policy, including opt-in consents
- Appeals & Resolution Procedures Policy

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- Equal opportunity laws

**Consequences of Breaches** of AFC Corsham's Social Media Policy as follows, any of these actions can be imposed by the management committee, based on a

- Warning as to future conduct based on a vote by the committee.
- Written warning as to future conduct from the committee in writing, with a further breach in a specified timeline triggering cancellation of membership.
- Serious breach that has legal consequences, adverse PR, and or and including reputational damage for AFC Corsham triggering an immediate vote on cancellation of membership. Further including restriction of the right to attend AFC Corsham event's matches, tournaments, and ceremonies with family members that retain membership.

**Media Enquiries:**

- Media enquiries directed to
- James Edmund
- Andrew Simpson
- Whoever of these two committee members is available, and most familiar or available in regard to the issue.

**Recruitment:**

- AFC Corsham retain the right to use internet services and software tools to conduct due diligence, on persons applying to become club members. Further AFC Corsham may use these services to conduct due diligence for other persons fulfilling other functions, e.g. works, services and or other activities at the club.

## **Legal Liability**

Individuals held personally liable if posts are deemed defamatory, harassing, obscene, libelous or in violation of any other applicable law.

They may also be personally liable if you publish posts or comments or content that includes confidential or copyrighted information belonging to third parties.

AFC Corsham shall not be liable, under any circumstances, for any errors, omissions, loss or damages claimed as a result of their online activities. Outside parties can pursue legal action against them personally (and not AFC) for any comments or content posted by the individual online.