



HARVESTERS FC

Social Media Policy

Introduction

Members of Harvesters FC (the Club) enjoy the opportunities and rewards of a community-based sports club. 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 Club's image is brought into disrepute nor in a way that harms its immediate and wider football community.

Purpose

Social media should be a prominent method of communication for the Club, where we can express opinions, and is a key way we engage with the members and the wider community. It is important for us to have a policy to demonstrate how we ensure we are represented in a suitable way and can take action should the need arise. This policy exists to remind our members of the importance of ensuring that all our social networking streams should be used thoughtfully and responsibly.

Defining Social Media

We have a number of social media opportunities to take advantage of. These are examples of what we currently and could use and does not constitute an exhaustive list:

- Facebook groups or Pages
- Twitter
- Instagram
- Tik Tok

There are many others which are not named here, but these should be considered to be electronic communication where individuals can interact online, be it within applications or on web pages, where the banner includes the Club's name or branding, in part or in full.

Content

While the Club positively encourages social networking among members, we are mindful of the need to ensure that all content is suitable for publication and does not breach any laws or common decency. It is not acceptable to post, amongst others, items that may include reference to a

person's ethnic origin, colour, race, nationality, faith, gender, sexual orientation or disability, and any member found to have posted such items will be subject to disciplinary action. Comments of this nature may attract civil or criminal action against the author(s). In addition, any abuse of match officials, opposition etc may be deemed by the FA to bring the game into disrepute and lead to disciplinary sanctions against both the author and/or the Club. Participants should be aware that comments which bring the game into disrepute, or are threatening, abusive, indecent or insulting, may lead to disciplinary action. Comments can also attract civil and criminal action.

Cyber Bullying

All reports of cyber-bullying and other technology misuses will be investigated fully and may result in notification to the police where the Club is obliged to do so. Sanctions may include, but are not limited to, suspension, or banning from membership of the Club. 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 the Club will have no control.

General Guidance

These are public forums, so treat them as such.

- Members are expected to show respect to others, including other members of the Club and the wider football community, and to act at all times within the core values of the game.
- Individuals and organisations are strictly responsible for any posting on their account(s).
- Respect the rights and confidentiality of others.
- Re-posting, re-tweeting and commenting on inappropriate content represents an endorsement of that content and can be actionable.
- Do not use abusive, derogatory, vulgar or sexual language.
- Do not criticise or imply bias in match officials.
- At all times, exercise discretion and respect for clubs, players, fans and the game's partners.
- Deleting or apologising publicly for an improper posting does not prevent disciplinary action being taken.
- Consider "protecting" Tweets and changing security/visibility of Facebook accounts.

Do's and Don'ts

Follow the general guidelines above and:

- Do show your personality and be approachable.
- Do share your achievements.
- Do let people know what it is like to be a player/official.
- Do post regular comments to grow and engage with an audience.
- Do report any content that you encounter that is in breach of this policy.
- Don't comment if you have any concerns about the consequences.
- Don't link to unsuitable content.
- Don't get into disputes with the audience.
- Don't share or elicit personal details.

Take down policy

The clubs is aware that we can be vicariously liable for material published, for example on an official website, Facebook site or Twitter feed, or published by members via their own means.

We can also be liable for third party comments and postings made on any of their social media platforms.

We insist that:

- Participants clearly identify themselves.
- Participants follow standards mentioned above and align to the FA's Core Values and the guidelines.
- Should an administrator deem an article, post or comment contradicts the guidelines above it will be taken down at the earliest possible opportunity.
- The club will hold members to account for any breaches.

Reporting

Any grievance, criticism or resentment should be directed in person to the individual or respective managers or coaches. Matters of a more serious or contentious nature should be discussed with the Club's Executive Committee, via Samantha Jacobs, Club Secretary, by emailing club.secretary@harvestersfc.co.uk.

Use of the Club Badge

The Club would like to remind members that the Club badge should not be used by anyone without prior written request being made and approval given, via Samantha Jacobs, Club Secretary, by emailing club.secretary@harvestersfc.co.uk.

Safeguarding

In the same way that the Club has responsibility for the physical safety of members when on the Club's premises, we must also ensure that there is nothing on its website nor social media, which could harm a child, directly or indirectly. Harvesters FC is responsible for the content of its website. Social media content, which can be posted by all members, will be moderated to ensure inappropriate content is removed.

When posting on social media there are two key risks to guard against:

1. **Disclosing personal information about a child on social media:** this could be the child's name, address, or any information about a child's life, interests or activities which would help a stranger target a child or engage that child in conversation.
2. **Abusive or inappropriate content (photos, video or text), on social media:** this includes material which criticises or humiliates a child. It could also be information which places undue pressure on the child to participate in some aspect of a clubs' activities.

Online Photos and video

Photos and video clips can make any child featured vulnerable to grooming if information about the child (name, address, activities or interests) is also disclosed. Furthermore, posting an image on social media carries a risk that the image could be taken and adapted for an inappropriate use.

Recommendations:

- Use group images, rather than individual images.
- Only use images of children in suitable dress, to minimise the risk of inappropriate adaptation of the image.
- If a child is named on the site, do not include an image (individual or group). If a child features in an image on the site, do not use the child's first name or last name, either in text on the site or in the image file name.

Harvesters FC will always obtain consent from the appropriate responsible person(s) before using any images of children or vulnerable adults on its website. Consent request clauses are included in the registration form which is completed each season.

Live Image Streams

Harvesters FC will not stream live images of children or vulnerable adults to broadcast images of children or vulnerable adults unless permission is requested and granted by via Samantha Jacobs, Club Secretary, by emailing club.secretary@harvestersfc.co.uk.

Sanctions

Any club member failing foul of this policy could face disciplinary action from the Club, which could lead to expulsion from the Club.