



Market Bosworth Football Club : SOCIAL MEDIA GUIDELINES

We are all very passionate about what we do and believe in open communication. You are encouraged to tell the world about your passion for football.

Whether you do so by participating in a blog, online social network or any other form of online publishing or discussion is completely up to you. However, these new ways of communication are changing the way we talk to each other, which requires careful thought.

In order to avoid any problems or misunderstandings, we have come up with a few guidelines to provide helpful and practical advice for you when operating on the Internet and 'intranet' as an identifiable member of the **Market Bosworth Football Club**.

This policy is in place to minimise the risks to our club through use of social media. This policy deals with the use of all forms of social media, including Facebook, LinkedIn, X, Blue Sky, Google+, Wikipedia, Instagram and all other social networking sites, internet postings and blogs. It applies to use of social media for both personal and organisation purposes and is relevant to all club officials, players, supporters and volunteers.

These guidelines are intended to provide support and guidance when updating any of the **Market Bosworth Football Club's** social media accounts (or sub-accounts) and when posting about **Market Bosworth Football Club** matters from personal accounts.

Using Personal Social Media Accounts

1. You are personally responsible for the content you publish on any form of user-generated media, both internally and externally. Everything you publish will be visible to the world for a very, very long time. Common sense is a huge factor here as grassroots football is a small world!
2. When posting on social media from a personal account you could be considered as acting as an official spokesperson so, if you are not, you must make clear that you are speaking for yourself and not for the **Market Bosworth Football Club**. You can use a disclaimer like: "The postings on this site are my own and do not necessarily represent the position, strategy or opinions of the **Market Bosworth Football Club**".
3. If you are about to publish something that makes you even the slightest bit uncomfortable, review it. If you are still unsure and it is related to the **Market Bosworth Football Club** talk to another committee member for a second opinion.
4. Sometimes you'll be privy to sensitive information, which is not meant to be forwarded or shared to anyone who is not a member of **Market Bosworth Football Club**. This may include public messages or direct messages received on our accounts. Please flag these to the Club Secretary, Chair and or Welfare Officer for further guidance.
5. It is perfectly fine to talk personally and have a dialogue with the community, though involvement on sensitive debates which directly affect **Market Bosworth Football Club** matters are prohibited. If

the judgement call is tough, please ask a senior committee member (Club Secretary or Chair) before you publish or forward anything. Please act responsibly with the information you are entrusted with.

6. Don't use ethnic slurs, personal insults, obscenities, or engage in any conduct which would not be acceptable to the **Market Bosworth Football Club**. You should also show proper consideration for others' privacy and for topics which may be considered objectionable or inflammatory (like religion or politics).

7. Please respect intellectual property rights (such as trademarks and copyright). If the name, logo, image, artwork or other material you want to use is not yours, don't use it. Before posting someone else's work or image, please check with the owner first.

8. Be aware that others will associate you with **Market Bosworth Football Club** when you identify yourself as such. Please ensure that your Twitter, Facebook, Linked-In or any other external-facing profile and related content is consistent with how you wish to present yourself to clients and colleagues.

Using Market Bosworth Football Club Social Media Accounts (or Sub-Accounts)

9. It is important to take care in using the highest possible standards of spelling, grammar and punctuation. Try not to abbreviate when unnecessary and attempt to consistently follow previous patterns when writing times, age groups etc (i.e. 2:30pm, Under 14s). Always write in the first person.

10. Assume your audience know nothing about your post and include a 'who, what, when, where, why' if possible. Less than 1% of followers could know about your event.

11. Please remember that **Market Bosworth Football Club** accounts are not your personal accounts. You are representing the organisation.

12. Please be careful when liking, sharing or retweeting content as this could have negative implications if you're seen to be supporting/endorsing someone else's opinion etc.

13. Retweeting and sharing messages from other accounts does not necessarily equate to the endorsement of the **Market Bosworth Football Club**, but some people may consider that it does. Please be mindful of this possibility.

14. Do not retweet messages flagrantly appealing for followers, or endorse for obvious commercial means from unapproved, unsolicited or private companies you may have a conflict of interest with.

15. Should you notice a live event or piece of news which requires a reply from the **Market Bosworth Football Club**, always establish an agreed position before commenting.

As guidance we do not endorse or support negative commentary about match officials, players, supporters or coaches. There are appropriate channels to raise any concerns.

The FA strongly discourages the publication of results and league tables for U7 – Under 11 age groups. This is to create a positive and developmental environment for young players.

You may need to edit content that is provided to you before publishing to this effect.

Match commentary should be succinct and relevant to our all-club audience. Longer pieces are more

suitable for internal use.

16. Any social media content should not breach or be contradictory to any of our other club policies including:

- Safeguarding Policy, which also includes the following:
 - (a) accept as a friend, players or referees U18 on social networking sites they are members of or share their own personal social networking sites with children or young people involved in youth football
 - (b) make contact with children or young people known through football outside of the football context on social networking sites
 - (c) use internet or web-based communications to send personal messages of a non-football nature to a child or young person
 - (d) engage in any personal communications, 'banter' or comments.
 - (e) adults at risk
- Privacy Policy, which includes:
 - (a) breach our obligations with respect to the rules of relevant regulatory bodies
 - (b) breach any obligations contained in those policies relating to confidentiality (for example, never disclose personal information about yourself or anyone else associate with the club)
- Disciplinary Policy or procedures
- Antiharassment and Bullying Policy
- Equal Opportunities Policy