



SOCIAL MEDIA POLICY

JULY 2019

Policy overview and purpose

Social media is changing the way we communicate.

This policy has been developed to inform members of our club 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 Hutton Football Club (hereafter referred to as Hutton FC).

This policy contains Hutton FC guidelines for the club 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 Hutton FC core values:

OUR CLUBS GOALS

Hutton FC shall provide suitable facilities and arrange matches to promote the game of Association Football
Instilling values of sportsmanship, teamwork, honesty and community spirit

Provide social activities for its members and community participation in the same

Provide a fun atmosphere

Club Chairman, Vice Chairman & Club Welfare Officer are responsible for all matters related to this policy.

Coverage

This policy applies to all persons who are involved with the activities of Hutton FC including:

- members of Hutton FC
- persons appointed or elected to Hutton FC committees and sub-committees
- support personnel, including managers, coaches and assistant coaches
- all players
- club associated referees
- spectators & family members



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, Instagram, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Live broadcasting apps (e.g. Periscope, Facebook Live, etc)
- Messaging services used for club communication on-mass (WhatsApp, Facebook Messenger, Pulse, etc)
- 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 Hutton FC on social media; and
2. if you are posting content on social media in relation to Hutton FC that might affect Hutton FC 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 Hutton FC or its competitions, teams, participants, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to Hutton FC may still be regulated by other policies, rules or regulations of Hutton FC.

Using social media in an official capacity

You must be authorised by our Club General Secretary before engaging in social media as a representative of Hutton FC.

To become authorised to represent Hutton FC in an official capacity, you must have read through:

<http://www.thefa.com/football-rules-governance/safeguarding/section-6-safeguarding-in-the-digital-world>

and especially:

<http://www.thefa.com/-/media/thefacom-new/files/rules-and-regulations/safeguarding/section-6/6-1-running-websites-and-social-media-platforms-colour-version.ashx>

As a part of Hutton FC community, you are an extension of the Hutton FC brand.

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

Therefore, it is important that you always represent both yourself and Hutton FC appropriately online.

Using Group messaging platforms

Where these platforms are used by club managers/coaches to communicate fixtures, training schedules, to check on player availability and those majority of the players in those teams are under 18 years of age the Club Welfare Officer should be included in the group as a matter of good practice.



Guidelines

You must adhere to the following guidelines when using social media related to Hutton FC or its competitions, teams, participants, 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 Hutton FC.

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. Hutton FC 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.

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 work for or are affiliated with (e.g. member of Hutton FC) and that anything you publish is your 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.

Respect confidentiality and sensitivity

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

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 Hutton FC, it is perfectly acceptable to talk about Hutton FC and have a dialogue with the community, but it is not okay to publish confidential information of Hutton FC.

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.

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



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. 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 Hutton FC and 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 Hutton FC values and Anti-Discrimination, Harassment and Bullying Policy based in our Members Code of Conduct.

Avoiding controversial issues

Within the scope of your authorisation by Hutton FC, if you see misrepresentations made about Hutton FC in the media, you may point that out to the relevant authority. 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.

Dealing with mistakes

If Hutton FC 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 Hutton FC 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 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.

You must not create either an official or unofficial Hutton FC presence using the clubs badge or name without prior approval from Hutton FC.

You must not imply that you are authorised to speak on behalf of Hutton FC unless you have been given official authorisation to do so by Club General Secretary.



Policy breaches

Breaches of this policy include but are not limited to:

- Using Hutton FC's name, badge and/or logo in a way that would result in a negative impact for the club 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 Hutton FC's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any 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 HFC, 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 Hutton FC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Report to Senior Committee member, details of which can be found on website www.huttonfootballclub.org

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; refer to Hutton FC Members Codes of behaviours.
- 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 Welfare/Safeguarding Officer.

Investigation Alleged breaches of this social media policy may be investigated according to Hutton FC's relevant policies or Codes of Conduct.

Where it is considered necessary, Hutton FC may report a breach of this social media policy to police.

Disciplinary process, consequences and appeals

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the Hutton FC's Codes of Conduct.