



Royal Wootton Bassett Town FC Social Media Policy

1. PURPOSE

Royal Wootton Bassett Town FC realise that social media and networking websites have become a regular part of everyday life and that many people enjoy membership of sites such as Facebook, Instagram or Twitter. However, we are also aware that these sites can become a negative forum for complaining or gossiping. Care must therefore be taken not to breach our Safeguarding Children Policy, or to offend anyone when using these services, for example Referees or Leagues.

2. SCOPE

The following policy has been designed to give players, parents, coaches and Committee members clear guidelines as to what Royal Wootton Bassett Town FC expect of them when accessing these sites. This policy covers all members of the Football Club, from Community Football, Youth Section and the Senior Section of the Football Club. The absence of, or lack of, explicit reference to a specific website or service does not limit the extent of the application of this policy. Where no policy or guidelines exist, members should use their judgment and take the most prudent action possible. Consult with your coach or a Committee Member if you are not sure of the application of this policy.

3. RESPONSIBILITY

If you have your own personal profile on a social media website, you should make sure that others cannot access any content, media or information from that profile that (a) you are not happy for them to have access to; and (b) which would undermine your position as a player, parent, coach or Committee member.

Any item posted is the responsibility of the account holder undertaking that posting. Any account holder who endorses or makes public someone else's view which is in breach of this policy will take responsibility for the posting, even though they did not create the original source.

4. PROCEDURE

4.1. Guidance for Personal Use

As a basic rule, if you are not happy for others to see particular comments, media or information simply do not post it in a public forum online. When using social media sites, members should consider the following:



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- Changing the privacy settings on your profile so that only people you have accepted as friends can see your content.
- Ensuring information published on the Internet complies with Royal Wootton Bassett Town FC's Safeguarding Children Policy.
- Ensuring that you are always respectful towards:
 - Royal Wootton Bassett Town Football Club.
 - RWBTFC Committee members and officials.
 - Members of the RWBTFC coaching staff and teams.
 - RWBTFC players.
 - Parents (including children and other relatives).
 - Match Referees.
 - Other clubs, their teams, players, coaching staff and committee members.
 - Football Leagues.
 - The Football Association or Wiltshire County FA.
- At all times, you are an ambassador for Royal Wootton Bassett Town FC. Be aware that your actions captured via images, posts or comments online can reflect on our Football Club.
- Any club member who becomes aware of social networking activity that would be deemed distasteful or not appropriate should make their coach, the Club Welfare Officer or another Committee member aware as soon as possible.

4.2. Use of Official Accounts

- Royal Wootton Bassett Town FC operates a number of accounts on social media websites for the promotion of activities and events, and as a communication method. The following outlines the limits of their use.
- - An official account on any social media website may only be set-up with written consent from the club's Committee members.
 - Only authorised club officials may use these accounts to post online and access to the account should be strictly limited.
- It is prohibited to create a team website that could be seen / assumed that it belongs to Royal Wootton Bassett Town FC. This includes but is not limited to use of the club logo's and current content. If you are unsure, please ask a member of the Committee.



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- All information published on the Internet must comply with Royal Wootton Bassett Town FC's Safeguarding Children policy.
- Parents or children should not be referenced online without their express consent. This includes all photos, videos and other media.
- Any club member who becomes aware of social networking activity that would be deemed distasteful or not appropriate should make their coach, the Club Welfare Officer or a Committee member aware as soon as possible.

5. NON-COMPLIANCE / SANCTIONS

- Members, or club members using official accounts, should be aware that non-compliance, leading to disrespectful comments being posted or passed on to other members might be seen as libellous and could result in disciplinary action taken by the club. This may lead to:
 - Your membership being ceased, with no membership or pending trip refunds.
 - In extreme cases, legal proceedings pursued by Royal Wootton Bassett Town Football Club or third parties.

Endorsed by:

Signed: (Club Secretary) _____ *I Thomas* _____ Date: ___27/05/2020___

Signed: (Club Chairman) _____ *A Walduck* _____ Date: ___27/05/2020___