



Wootton Bassett Town FC Social Media Policy

1. PURPOSE

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, MySpace or Twitter. However, we are also aware that these sites can become a negative forum for complaining or gossiping and care must be taken not to breach our Safeguarding Children Policy or 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 member's clear guidelines as to what 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 Members if you're 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 them to have access to; and (b) which would undermine your position as 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 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:

- Changing the privacy settings on your profile so that only people you have accepted as friends can see your content.



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- Ensuring information published on the Internet complies with Wootton Bassett Town FC Safeguarding Children Policy.
- Ensuring that you are always respectful towards:
 - Wootton Bassett Town FC Club.
 - Members of the coaching and teams.
 - Football club players.
 - Game Referees.
 - Parents (including children and other relatives)
 - Committee members.
 - Football Leagues.
 - The Football Association or Wiltshire County FA.
- At all times, you are an ambassador for 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, Club Welfare Officer or Committee Member aware as soon as possible.

4.2. Use of Official Accounts

- 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 clubs Committee Members.
 - Only authorised club officials may use these accounts to post online and access to the account should be strictly limited.
- All information published on the Internet must comply with Wootton Bassett Town FC 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, Club Welfare Officer or Committee member aware as soon as possible.



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5. NONE COMPLIANCE / SANCTIONS

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

Endorsed by:

Signed: (Club Secretary)  Date: 24 Oct 11

Signed: (Club Chairman)  Date: 24/10/11