



VERWOOD TOWN YOUTH FOOTBALL CLUB

Social Media Policy and Guidance

1. Introduction

- 1.1. The Verwood Town Football Club is committed to creating and maintaining the safest possible environment for children and young people to enjoy Youth Football.
- 1.2. Members of VTFC enjoy the opportunities and rewards of a community based sports club combined with affiliation to county and national Football associations. It is expected that members will uphold the ethos of the club in all social media interactions.
- 1.3. Members will not act in such a way that the image of VTFC is brought into disrepute nor in a way that harms the immediate and wider football community
- 1.4. Social media can be, when appropriate, an effective tool and is commonly used by the VTFC community to express their views, comments, ideas and criticism on a whole range of issues.
- 1.5. VTFC expects members to use social media in a respectful and responsible manner.
- 1.6. Social media should not be used to insult, present offensive or inappropriate content or to misrepresent the club or any member of VTFC or the external football community
- 1.7. The Club has an official Facebook and Twitter presence where we look to foster a community spirit in sharing the success of all age-groups, and the associated teams
- 1.8. Many teams have their own Facebook page (limited access to members), Whatsapp group, Spond or Teamer (or similar) forums in which they coordinate events, matches, and post football related material for their team.

2. Rationale

- 2.1. The purpose of this policy is to set standards of behaviour for the use of social media that are consistent with the broader values and expectations of the VTFC community.
- 2.2. Social Media – refers to all social networking sites such as (but not limited to):
 - a) Facebook,
 - b) Twitter,
 - c) Instagram,
 - d) LinkedIn,
 - e) Google+,
 - f) YouTube
 - g) Snapchat
 - h) Whatsapp
 - i) Teamer websites (and other similar Team interfaces)
 - j) and covers any way how these services are accessed.

3. Links to the VTFC Codes of Conduct

- 3.1. This Policy applies to any persons under the remit of the VTFC codes of conduct: Committee Members, Managers, Coaches, Helpers, Parents, Carers, other supporters, and Players. These codes of conduct can be found on our website and would have been signed on application to the club.

4. Rights and responsibilities

- 4.1. Members are expected to show respect to others, including members of the VTFC and wider football community

- 4.2. Members are also expected to give due respect to the reputation and good name of VTFC and when using Social Media, members are expected to ensure that they:

- a) Respect the rights and confidentiality of others and the club
- b) Do not impersonate or falsely represent another person
- c) Do not bully, intimidate, abuse, harass or threaten others
- d) Do not make defamatory comments
- e) Do not use offensive or threatening language or resort to personal abuse towards each other or members of the VTFC Community
- f) Do not post content that is hateful, threatening, pornographic or incites violence against others
- g) Do not post content that harms the reputation and good standing of VTFC or those within its community
- h) Do not post content that contravenes the rules and regulation of the FA or leagues that we play in; including but not limited to these key themes:
 - i. Do not post any scores from youth matches on public social media
 - ii. Do not post any match reviews that single out individual players on social media
 - iii. Do not refer to children by their full name on social media (in match reports or otherwise)
- i) Must adhere to the age restrictions for the use/membership of the social media site in question;

- 4.3. Administrators of individual Team social media sites (Facebook or Teamer or similar) must also:

- a) Regularly (every 3 months) review their membership and remove any members who are no longer associated with the team.
- b) Ensure that the youth chairman, child welfare officer and publicity officer are added to their forums
- c) Must monitor posts actively and immediately remove anything that is:
 - i. Not related to football
 - ii. Defamatory, or may upset readers within the closed forum
 - iii. Inconsistent with the guidelines at 4.2 above – noting that a simple balanced match report may be posted in the closed forum, noting that it may not single out individual players, and must not be critical of performance (it must focus on positives and frame areas for improvement in a supportive way).

5. Reporting concerns

- 5.1. Any member of the club who feels that they may have been subjected by a third-party to any of the elements mentioned in section 4.2 for club related matters, should report such matters directly to the club via the welfare officer or Club chairman

- 5.2. Anyone can report any child welfare issues observed to any member of the committee, but are highly recommended to contact our Child Welfare Officer on –

welfare@vtyfc.co.uk or 07758246452

- 5.3. Potential breaches of this policy shall be investigated by the club committee in conjunction with the; VTFC Codes of Conduct, Anti Bullying Policy, and Disciplinary Policy as applicable. (see separate policies).