



## Communications and Social Media Policy

### 1. The Club's Commitment

Electronic communication is essential for sharing club news and information with our members. Our communication will be timely, appropriate and related directly to club business and activities.

### 2. What the Club Will Do

We will use a range of electronic tools as a means of communicating with our members. Our communication will protect members' privacy maintain clear boundaries and ensure that bullying and harassment does not occur.

Administrators and editors will be appointed to provide accountability and control over material published in the club's newsletter, on our club's website, mobile app and any related discussion groups or social media websites, such as Facebook, YouTube or Twitter. These administrators and editors will consist of at least one Executive Committee member.

### 3. Newsletter

The club Newsletter will be published throughout the playing season.

The newsletter is designed to provide news and information to club members and supporters.

The newsletter will contain club news, and calendar of events, as well as material which can be found on the club's website or social media sites.

No offensive content or photos will be published.

The Editor, in general, will have discretion about Newsletter content.

### 4. Website

The club website will include current information on competitions, social events, committees, policies, sponsors and current club news.

No offensive content or photos will be published.

The Editor, in general, will have discretion about Website content.



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### 5. SMS/MMS, Push Notifications and Email

The club may use SMS/MMS, push notifications (e.g., via a mobile app) and email to provide information about competitions, training, club-sanctioned social events and other club business, however,

- SMS/MMS and push notification messages should be short and about club/team matters
- email communication will be used when more detailed information is required

Coaches and team managers may use SMS/MMS and email to provide information to their teams about matches, training, club-sanctioned social events and other club business, however,

- there should be no direct electronic communication with a child

Coaches and others who need to communicate directly with a child should (a) direct the electronic communication through the child's parents/guardians or (b) include the child's parents/guardians, a committee member(s), or other team official(s) in any direct communication with a child.

### 6. Social Media Sites

The club treats all social media postings, blogs, status updates and tweets as public comment. Postings (written, photos or videos) will be family-friendly and feature positive club news and events.

The administrators and/or editors will have the discretion to re-post any posts from club sponsors pages to fulfil requirements of sponsorship agreements.

No personal information about our club members will be disclosed.

No statements will be made that are misleading, false or likely to injure a person's reputation.

No statements will be made that might bring the club into disrepute.

Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.

#### 6.1. Facebook Pages

The club's Facebook page shall be open to the public and anyone can post or add photos and videos to the page's timeline. Posts will be subject to moderation by the club's Facebook page administrators and/or editors. Only the club's Facebook page administrators and/or editors will be able to tag photos posted on the page's timeline.

Administrators reserve the right to ban/block users from the club's Facebook page for posting content or comments that the administrators consider may harass, offend, intimidate or humiliate another person or organisation.

#### 6.2 Facebook Groups

Individual team Facebook pages must be administrated by the coach and at least one club official. These groups must be monitored that they contain only the relevant players, parents or carers and only individuals directly involved with the team. Any information posted on these groups is for the members only. If information or images wish to be shared throughout peoples private FB Pages verbal or written consent is required from all the individuals involved. And in the case of minors the parents or carers full permission.

Administrators reserve the right to ban/block users from the club's Facebook pages for posting content or comments that the administrators consider may harass, offend, intimidate or humiliate another person or organisation.



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### 6.3 Messenger Groups

Individual team message groups must be administrated by the coach and at least one club official. These groups must be monitored that they contain only the relevant players, parents or carers and only individuals directly involved with the team. Any information posted on these groups is for the members only. If information or images wish to be shared throughout peoples private Social Media Pages verbal or written consent is required from all the individuals involved. And in the case of minors the parents or carers full permission.

Administrators reserve the right to ban/block users from the club's groups for posting content or comments that the administrators consider may harass, offend, intimidate or humiliate another person or organisation. On going issues must not be pursued through this platform and a face to face meeting is advised.



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When registering with the club, members consent to the club using their name or image (including photographs) in any form or medium for general marketing and promotion of the club.

If a member does not wish to consent to their image in any form or medium to be used for general marketing and promotional activities, they must advise the Club in writing via the Club Secretary.

### 8. What We Ask Our Members and Supporters to Do

The club expects our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the club.

Electronic communication:

- should be restricted to club matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person
- should respect and maintain the privacy of members
- must not bring the club into disrepute.

### 9. Non-compliance

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another person or organisation.

Under certain circumstances, cyber bullying (e.g., bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) may be considered a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person or organisation in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

## Contacts and Additional Resources

Further advice on Safeguarding Children matters can be obtained from the club's Child Welfare Officer:

Name: Kait Wellens Betty

☎ 07584 328 161

Or, the County Football Association's Welfare Officer (Liverpool County FA):

Name: Gordon Johnson

☎ 0151 523 4488 (extension 114)

☎ 07595 070 809

✉ [gordon.johnson@liverpoolfa.com](mailto:gordon.johnson@liverpoolfa.com)



## Communications and Social Media Policy

### Additional Help

Footballsaf@TheFA.com

The FA Safeguarding Children general enquiry line 0845 210 8080

Please note: The FA's Safeguarding Children Policy and Procedures is available via [www.TheFA.com/Footballsaf](http://www.TheFA.com/Footballsaf)

Click on 'best practise downloads' and select 'Grassroots Football, Safeguarding Children'.

It outlines in detail what to do if you are concerned about the welfare of a child and includes flow diagrams to describe this process.