



## SOCIAL MEDIA AND ONLINE SAFETY POLICY

### 1. Application:

This policy applies to all Club members, coaches, employees, officials, referees, Board members and all people working on behalf of the Club.

### 2. Purpose:

The purpose of this policy is to provide guidance for use of social media and online communications within the Club.

### 3. Background/introduction:

#### 3.1. The aims of this policy are:

- To protect children, teams, coaches, officials, referees, Board members and anyone working with the Club from misuse of social media and online communication technology
- To provide clear guidelines for use of social media and online communication technology
- To ensure that any visual images (including photographs and filming) of children are used appropriately.
- To ensure that the Club's use of social media and online communications is lawful and consistent with the Club's rules and values.

### 4. Policy:

#### 4.1. All Club members have a responsibility to:

- Understand what is acceptable and unacceptable behaviour when using social media and online communications.
- Ensure they do not post, upload, distribute, disseminate any inappropriate, profane, defamatory, discriminatory, false, misleading, infringing, obscene, indecent or unlawful material or information when using social media or online communication.

#### 4.2. Use of visual images:

- When posting visual images, to avoid using images that can be used to identify children unless parental or guardian's consent has first been obtained.
- Parents/guardians will be given the opportunity to "opt out" of granting consent to the Club's use of visual images at the time of registration – either general registration at the start of the season, or specific registration for Academy, holiday programmes, or on a case by case basis if the Club wishes to use images for promotional purposes.

#### 4.3. Management of Club social media

- The Board will appoint one or more moderator(s) to be responsible for managing and moderating the Club's social media sites including the website, Facebook, Instagram and Twitter accounts.
- The moderators will be responsible for monitoring all posts and comments on Club social media sites and removing content that doesn't conform to the Club's policies or codes of conduct. Moderators will also ensure that all passwords and login details are maintained securely and not disclosed to other parties without the consent of the Board.

### 5. Definitions:

#### 5.1. The following definitions apply to this policy:

- 5.1.1. "Board" means the Club's Board elected in accordance with the Club's constitution
- 5.1.2. "Child" or "children" means a person who is aged less than 16 years
- 5.1.3. "Club" means Cashmere Technical Football Club



- 5.1.4. "Online communications" means the ways in which individuals can communicate with each other over the internet and includes email, apps, chat rooms, posting on websites, completing online forms and similar means of communication.
- 5.1.5. "Social media" means websites and applications that enable users to create and share content or to participate in social networking. Examples include Facebook, Twitter, Instagram, Snapchat.
- 5.1.6. "Visual images" means photographs, pictures and video or film imagery.

**6. Key relevant documents:**

- 6.1. Anti Harassment Policy
- 6.2. Child Safety Policy
- 6.3. Privacy Policy