



## **Social Media Policy 2016/17**

### **Overview**

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a public-facing organisation, Rainhill Rockets Football Club (RRFC) recognises the benefits of social media as an important tool of engagement, communication and marketing to our customers and supporters.

However, it is important that the reputation of Rainhill Rockets Football Club, as well as its affiliated sponsors and partners, is not tarnished in any way by anyone using social media tools inappropriately, particularly in relation to any content that directly references Rainhill Rockets Football Club, its committee members, players, coaches, managers, parents, sponsors and supporters.

When someone clearly identifies their association with Rainhill Rockets Football Club, or can easily be associated with Rainhill Rockets Football Club, in this type of open forum, they are expected to behave and express themselves appropriately and in a manner that is consistent with Rainhill Rockets Football Club's social media policy. The purpose of this social media policy is to provide some guiding principles for associates of Rainhill Rockets Football Club to follow when using social media.

### **Scope**

This policy applies to all associates of Rainhill Rockets Football Club, including committee members, players, coaches, managers, parents, sponsors and supporters. This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:

Maintaining a profile page on social networking sites (such as LinkedIn, Facebook, Twitter, etc)

Content sharing including using sites such as Flickr (photo sharing) and YouTube (video sharing)

Commenting on blogs for personal or business reasons

Leaving product or service reviews on retailer sites or customer review sites

Taking part in online votes and polls

Taking part in conversations on public and private web forums (message boards)

Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect members, sponsors, partners, or supporters of Rainhill Rockets Football Club as an organisation and the reputation of both the club, the Football League or the Football Association and the competitions associated therewith.



### Guiding Principles

The web is not anonymous. Associates of Rainhill Rockets Football Club should assume that everything they write online, especially in open forums, can be traced back to them. It is essential that associates of Rainhill Rockets Football Club consider at all times their connection to Rainhill Rockets Football Club and, as such, their role as a representative of the club when using social media. The guidelines are in place to ensure that the intellectual property of both Rainhill Rockets Football Club and our affiliated associations is not compromised and the organisation is not brought into disrepute.

### Usage

For all associates of Rainhill Rockets Football Club using social media, such use:

**Must not contain libellous, defamatory or harassing content.**

**Must refrain from publishing comments about other clubs, players or referees and any controversial subjects.**

**Must not comment on, or publish information that is confidential in any way**

**Must not bring Rainhill Rockets Football Club or the sport and any affiliated governing bodies into disrepute**

**Must not be directly linked with any players aged 18 or below from a personal social networking account**

**Must not otherwise be in breach of the Rainhill Rockets Football Club Social Media Policy or Codes of Conduct.**

**Official Rainhill Rockets Football Club Blogs, Social Pages & Online Forums**

When creating a new website, social networking page or forum that is in any way or can in any way judged to be associated with Rainhill Rockets Football Club, care should be taken to ensure the appropriate person is given permission to create the page or forum. Similarly, appropriate permissions must be obtained for the use of logos or images.

**All intended content must be discussed with Lee Myers before posting**

**\*\*\*Images of children may not be replicated on any site without the permission of the child's parents and/or guardian\*\*\***

**For official Rainhill Rockets Football Club blogs, social pages and online forums:**

**\*\*\*Posts must not contain, nor link to, pornographic or indecent content\*\*\***

**Associates of Rainhill Rockets Football Club must not use official Rainhill Rockets Football Club pages to promote personal projects**

**All materials published or used must respect the copyright of third parties**



If a blogger or any other online participant posts an inaccurate or negative comment about your club or anyone associated with your club, do not respond to the post and contact Lee Myers for guidance/advice.

#### Consideration of Others

Social media allows photographs, videos and comments to be shared with thousands of other users.

Associates of Rainhill Rockets Football Club must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at private Rainhill Rockets Football Club functions will not appear publicly or on the internet.

Associates of Rainhill Rockets Football Club should not post information they have been asked not to or where consent has not been given. They must also remove information about another person should they be asked to do so.

Under no circumstances should offensive comments be made about Rainhill Rockets Football Club, club staff, players or any affiliated partners or sponsors online.

#### Breach of Policy

Rainhill Rockets Football Club will continually monitor online activity in relation to the club and the sport. Detected breaches of this policy should be reported to Rainhill Rockets Football Club. If detected, a breach of this policy may result in disciplinary action from Rainhill Rockets Football Club under the Rainhill Rockets Football Club disciplinary procedures. Disciplinary action may involve a verbal or written warning or, in serious cases, termination of association with Rainhill Rockets Football Club.

#### Consultation or Advice

This policy has been developed to provide guidance for associates of Rainhill Rockets Football Club use of social media. If you are unsure of your rights, liabilities or actions online and want to seek clarification please contact Lee Myers.

Lee Myers

Compliance Officer

10<sup>th</sup> September 2015

Signed \_\_\_\_\_ Print \_\_\_\_\_ Date \_\_\_\_\_

Position/Role at Rainhill Rockets Football Club \_\_\_\_\_