



# East Fife Community Football Club

## Social Media Policy

### Introduction

EFCFC wishes to ensure, as practically as possible, that all internet and social media postings are acceptable. To achieve this requirement all users must access any internet and social media in an acceptable manner.

This policy provides guidance on the procedures that will support the use of social networking and other online services within the Club. It is important that all players, volunteers and parents or anyone working on behalf of them are aware of this policy and agree to the terms.

Social media provides unique opportunities to engage and develop relationships with people in a creative and dynamic forum where users are active participants. It is widely used to promote activities and events. It is also used to communicate with volunteers and participants (including young people) regarding Club news. Although these forms of social media and communication can provide benefits for those involved, they also pose potential risks to players, officials, and the Club.

### Our commitment

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

### What we will do

We use a range of electronic tools to communicate with our members.

Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

An Administrator will be appointed to provide accountability and control over material published on our club's website and any related discussion groups or social media websites, such as Facebook, YouTube or Twitter. An administrator will also be appointed for any individual team Facebook page. All groups will remain closed to the public and a regular review will be carried out on members.



## **SMS and email**

Committee members, coaches and volunteers may use SMS and email to provide information about games, training, club-sanctioned social events and other club business, however:

- SMS messages should be short and about club/team matters
- email communication will be used when more information is required
- Communication involving children will be directed through their parents.

## **Social media websites**

- We treat ALL social media postings whether on Club or individual team pages as public 'comment'.
- Postings (written, photos or videos) will be family-friendly and feature positive club news and events.
- No personal information about our members will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statement will be made that includes the results of any match page.
- No statements will be made that might bring our 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.
- If individual team pages are not managed responsibly, there will be a request from the committee to remove comments and potentially close the group.

## **What we ask you to do**

We expect our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on any websites connected to the club.

Electronic communication:

- should be restricted to club matters



- must not offend, intimidate, humiliate or bully another person
- should not include scores for development teams
- 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.

Coaches and others who work with children and young people must direct electronic communication through the child's parents.

**NB: There is no such thing as a private comment. All comments are subject to copying into the public domain.**

## **Non-compliance**

All players and volunteers should be aware that a breach of this Policy will be viewed as serious misconduct and will entitle the Club to take disciplinary action against the relevant player or volunteer in accordance with the SYFA disciplinary procedures.

All players, volunteers and other individuals under the jurisdiction of SYFA who use or have access to information systems are covered by this policy and should be familiar with its content.

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) is a criminal offence that can be reported to the police.

The SYFA maintains the right to investigate internet and network traffic in relation to any person under the jurisdiction of SYFA who are subject to any report.

SYFA will only attempt to monitor internet use where there is suspicion of improper use.

SYFA's policies regarding equal opportunities, discrimination and harassment apply to e-mail just as they do to every other aspect of SYFA

E-mail is also subject to national law, in particular the Computer Misuse Act, Copyright Act, Data Protection Act and the law of libel;