

## Louth Old Boys Football Club

### Social Media Policy 2015-16

#### 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, LOBFC recognises the benefits of social media as an important tool of engagement, to communicate with and market promotions to our members and supporters.

It is important that the reputation of LOBFC, 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 LOBFC.

When someone clearly identifies their association with LOBFC, or can easily be associated with LOBFC through their involvement or membership, in this type of open forum, they are expected to behave and express themselves appropriately and in a manner that is consistent with LOBFC's code of conduct policy.

The purpose of this social media policy is to provide some guiding principles for Coaches, Managers parents and all members of LOBFC to follow when using social media. This policy does not apply to the personal use of social media platforms by LOBFC staff where no reference is made to LOBFC or any associated partners, sponsors or projects.

#### Scope

This policy applies to all Members of LOBFC.

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 or business 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, customers, or supporters of LOBFC 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. LOBFC members should assume that everything they write online, Especially in open forums, can be traced back to them.

Due to the unique nature of LOBFC as a Football Club, the boundaries between personal and professional profiles and any associated opinions and comments can often be blurred. As such, it is essential that LOBFC members clearly acknowledge this ambiguity when posting anything online and consider at all times their connection to LOBFC and, as such, their role as a representative of the club.

## Usage

For all LOBFC members using social media, such use:

- ☒ Must not contain, or link to, libellous, defamatory or harassing content – this also applies to the use of illustrations or nicknames
- ☒ Must not comment on, or publish information that is confidential in any way
- ☒ Must not bring LOBFC 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

## Official LOBFC 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 be judged to be associated with LOBFC, 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. Images of children may not be replicated on any site without the permission of the child's parents and/or guardian.

For official LOBFC blogs, social pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content
- Some hosted sites may sell the right to advertise on their sites through "pop up" content, which may be of a questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of "pop up" content cannot be controlled.
- LOBFC employees must not use official LOBFC pages to promote personal projects.
- All materials published or used must respect the copyright of third parties. Consideration towards Others When Using Social Networking Sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. LOBFC members 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 LOBFC functions will not appear publicly or on the internet. In certain situations, LOBFC members could potentially breach the Privacy Act or inadvertently make LOBFC liable for breach of copyright.

LOBFC members should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and 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 LOBFC, club staff or any affiliated partners, sponsors, opponents or officials online.

#### Breach of Policy

LOBFC will continually monitor online activity in relation to the club and the sport. Detected breaches of this policy should be reported to LOBFC.

If detected, a breach of this policy may result in disciplinary action from LOBFC under the LOBFC disciplinary procedures. A breach of this policy may also amount to breaches of other LOBFC documents and policies. Disciplinary action may involve a verbal or written warning or, in serious cases, termination with NCFC.

Stuart Taylor

Louth Old Boys FC

Welfare Officer