



Horsham Sparrows FC

Social Media Policy

Any queries on this policy should be directed to any of these club officers:

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Outline

Horsham Sparrows Football Club understands that everyone involved in football must recognise that the responsibility to safeguard exists both on and off the field of play.

Coaches, club officials, managers and others in a position of trust need to act responsibly both on and off the field and this includes the use of electronic communications and social media. This should also apply to parents and carers of youth players.

Social media can be, when appropriate, an effective tool. Horsham Sparrows expects members to use social media in a respectful and responsible manner. Social media should not be used to insult, present offensive or inappropriate content or to misrepresent the club or any member of Horsham Sparrows or the external football community.

Definition

Social media refers to all networking sites such as (but not limited to):

- Facebook
- Twitter
- Instagram
- YouTube

And covers any way these services are accessed.

We also use this policy to remind that the use of emails and text communications should be appropriately managed.

In conjunction with this document, the following FA Respect Best Practice Guidance documents can be accessed on the website.

- FA Guidelines: Using Texts and Emails with 18s
- FA Guidelines: Communicating responsibly with Young Leaders, Coaches and Referees
- FA Guidelines: Guidance for parents and carers
- FA Guidelines: Responsible use of social networking sites
- FA Guidelines: Running a Website – Do's and Don'ts
- FA Guidelines: Safeguarding Issues Communications Protocol
- FA Guidelines: Summary Social networking, websites, mobile phone and email communications
- FA Guidelines: Photographing & Filming Children

Rights and Responsibilities

When using social media, members are expected to ensure that they:

- Use appropriately and ONLY in respect of club matters - Do not use emails, texts or social media to send personal messages of a non-football nature to club members, children and young persons
- Ensure that the Club Committee has been notified of any social media groups in operation so that they can assign a member to monitor that group; the committee will immediately request that anything that is deemed as offensive be removed
- Respect the rights and confidentiality of others and the club
- Do not impersonate or falsely represent another person
- Do not bully, intimidate, abuse, harass or threaten others
- Do not make defamatory comments
- Do not use offensive or threatening language or resort to personal abuse towards each other
- Do not post content that is hateful, threatening, pornographic, racist, abusive or incites violence against others
- Do not post content that harms the reputation and good standing of those within the club community
- Do not accept requests to join social media groups from those who are under 18
- Do not publish images of children that identifies them (ie do not include their name)

Parental/Carer Guidance

- Please ensure that you know who the Child Welfare Officer is and how to contact them if you have any concerns about the content of the club social media or website
- Ensure that you are aware of how coaches, managers and officials should communicate with your child
- Ensure your child understands that they should tell someone they trust about communications that make them feel uncomfortable or if they've been asked not to tell their parent/carers or coach about the communication
- Inform the Child Welfare Officer as soon as possible if you or your child receives any inappropriate communication from any person associated with the club (and save the communication)

- Parents/carers must not reveal any information they may have received about a player
- Parents/carers must not use social media to speak ill of the club or volunteers or to comment on players, training or matches

Player's Guidance

Players must NOT

- Post, host, text or email things that are hurtful, insulting, offensive, abusive, threatening or racist.
- Post personal comments in relation to the club officials, players, opposition team members, match officials or any family members of those above.
- Give out personal details online including mobile numbers, email addresses or social networking account access information
- Invite any adult involved with the club to become your friend online or accept them as a friend on any social network site
- Use inappropriate language

Breach of Policy

Any breach of this policy will be considered by the committee and will be dealt with on a case by case basis.

If a member or parent/carer feels that they have been subjected to any form of social media abuse or any inappropriate use of texts and emails, please report to either the Club Welfare Officer or Club Secretary immediately.

Best Practice

- Keep things positive and stick to things that celebrate football.
- Avoid criticism or defamatory remarks about opposition teams and officials.
- Don't publish images that identify opposition players
- Celebrate your team's performance rather than single out individuals for praise
- Avoid over-zealous terminology (like thrashed, thumped etc) in match reports
- Don't forget – you can't publish scores in mini soccer -even on social media



www.horshamsparrows.co.uk

Horsham's only FA Community Charter football Club
 Founding Member of the Horsham & District Youth Football League
 Founding Member of Sussex County Women's and Girls Football League