



Cambusdoon FC Social Media, Online, and Media Policy

Introduction

This policy has been created by Cambusdoon FC [the Club] in response to requests for advice on social media use and also due to the growth of players/members at the sports club.

Social media allows more visibility for Cambusdoon FC and its players on public channels and platforms and can be highly effective in attracting and retaining players and club sponsors, because it shows they are valued. However, online posts by organisations and individuals can also have a negative impact and conflict with the interests of the Club, our coaches, officials, players and parents/carers, which is why the following policy should be read and understood by all new and existing members.

The aim of this policy is the following:

- To ensure that coaches, officials, players, and parents/carers are aware of their responsibilities when it comes to social media, online content, and quotes in the media.
- To provide guidance to coaches, officials, players, and parents/carers on what is deemed acceptable and unacceptable, and that disciplinary action may be taken against individuals for failure to follow this guidance.

Everybody involved in football recognises the responsibility to positively promote the game both on and off the field of play. Cambusdoon FC has a responsibility to ensure policies are in place and that these are followed by all its members. Everyone should be aware of the club's position and recognise their role in promoting positive and safe spaces for children to enjoy football whether that's on the pitch or online. While individuals are responsible for their actions, the Club will work with members and those associated with the club to show the importance of good conduct online to the benefit of Cambusdoon FC and the game as a whole. Failure to follow the social media policy will likely result in a breach of the Club's codes of conduct which all members are expected to abide by.

Guidance for all Members of Cambusdoon FC

- 1) Any concerns or questions regarding online and media content relevant to Cambusdoon FC should in the first instance be directed to the football club committee.
- 2) All Cambusdoon members should refrain from publishing unfavourable comments about other clubs, players, match officials, or regulatory bodies and/or commentary on any controversial or potentially inflammatory subject.
- 3) If inaccurate, accusatory, or negative comments about the Club or anyone associated with the club are posted within the media or online, this should be reported to the executive committee in the first instance.
- 4) Members should not share any private or confidential matters on any media platform without seeking the consent of all the parties involved.
- 5) Avoid hostile or harassing communications to any individual or organisation in any posts, online communications, across all social media platforms. Harassment is any offensive conduct based on a person's race, sex, gender identity, national origin, colour, disability, age, sexual orientation, marital status, religion or any other status identified by the SWF/SYFA/SFA and protected by law.
- 6) Club members with access to social media are responsible for reviewing responses to online posts (on any website, blog, bulletin board, video sharing site or any other social media platform that promotes the Club) and resolving any concerns about the propriety of the responses before they are posted. If a club member identifies any inaccurate, accusatory, or negative comments about the Club or anyone associated with the Club, contact the executive committee for guidance/advice. It is recommended to take screenshots where applicable as proof of evidence.
- 7) Club age groups that have created their own separate social media accounts (so only accessed by that group's coaches/parents), are wholly accountable for any posts they make, and should also always abide by the Club's social media policy to protect themselves.
- 8) Ensure all privacy settings for any social media page(s) run by the clubs or their members that are not meant for public access are correct.
- 9) Always consider WHERE any content you are publishing has been sourced. You should avoid using copyrighted or borrowed material but if used, citations and links should be provided where possible and laws/regulations must be followed at all times. When publishing direct paraphrased quotes, thoughts, ideas, photos or videos, give credit to the original publisher or author. If sharing photographs, please credit the photographer as per original post.

10) If Club coaches or officials decide that the most effective way of communicating to players or parents/carers is via a social networking site (e.g. WhatsApp) then the person in charge (e.g. Head Coach) is strongly advised to set up the account only in the name of the club/age group. Access to this account should be limited and used for named members, volunteers, parents, and carers solely about football matters e.g. fixtures, cancellations, and team selections. Ensure you promptly remove anyone who is no longer part of your age group.

11) At no time should there be any personal communication or comments using a Club account on any platform.

12) Children and young people should be advised by their coaches and parents/carers to always tell an adult they trust about communications that make them feel uncomfortable or where they have been asked not to tell their parents/carers about the communication.

13) Coaches should avoid using social networking sites as the primary way of communicating with players.

14) The practice of filming matches (e.g. Veo) can be a valuable tool for analysis, coaching and player development, as well as increased visibility if clipped online. However, it is crucial that this is done with the consent and agreement of your players, parent/carers and opponents. Seek and obtain permission from your opponents before recording any matches, including letting them know whether the footage will be for internal use or published on social media. Respecting the wishes of both teams ensures that the privacy and preferences of all parties involved are upheld.

15) GDPR should be considered at all times. Never post personal information (date of birth, personal address, etc.) on any group social media platform.

16) Obtain written parent/carers permission before access to online pages/content is given to anyone under the age of 18.

17) Any individual involved with the Club should inform the executive committee if they have received inappropriate, threatening, or offensive material as this may be needed as evidence.

18) Unless a child/young person is a direct relation, the coaches and officials **SHOULD NOT**;

a) Accept as a friend, players under the age of 18 on social networking sites they are a member of, or share their own personal social networking sites with children or young people involved in youth football.

b) Make contact with children or young people known through football outside of the football context on social media networking sites or by way of direct messaging.

c) Use internet or web-based communications to send personal messages of a non-football nature to a child or young people.

d) Engage in any personal communications, 'Banter' or comments.

19) Players should be made aware that Club officials should not be contacting them directly on any social media platform or messaging service and should that happen they have to tell someone.

20) Should a coach decide to leave the Club, the Club should ensure that all access to club social media platforms are removed immediately

21) Coaches who are considering leaving a team should not use team/club social media platforms to contact players to leave said team/club – this may be regarded as an abuse of their trusted position and subject to disciplinary action.

22) It is considered easier to manage and 'best practice' club policy to only use a player's forename when publishing an image or story on social media related to club activities. If the squad has multiple players with the same forename, use forename and surname first initial only, e.g. Hamish M, Hamish S, etc. Do not post personal information about a player that might allow them to be identified (e.g. the school they attend). It is strongly advised not to use individual photographs of players without first obtaining explicit consent from parents/carers.

23) As part of the club membership form, the parent/carer of every new Junior club member is required to give consent for their child to be photographed, filmed or videoed by the club. It is recommended that at the start of a new season, head coaches check and confirm with parents in advance regarding photography consent.