

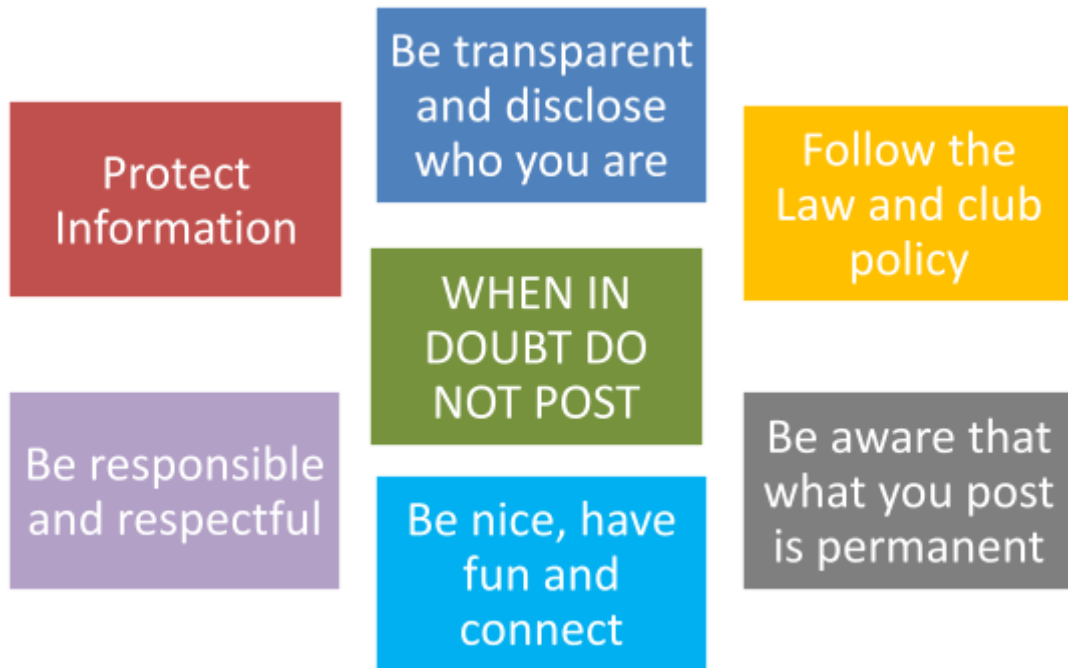


Cumbernauld Colts Social Media Policy

Date of policy – April 2024

Version 1

Summary Overview



Remember, your responsibility to Cumbernauld Colts doesn't end when you leave the pitch. For that reason, this policy applies to both the clubs formal social media accounts and your personal account use, as you represent the club.

OVERVIEW

Cumbernauld Colts FC benefits from positive publicity generated by social media and it uses this tool to promote activity and to communicate with supporters, members and the wider football community.

Accordingly, Cumbernauld Colts FC entrusts its staff, players and volunteers to use social media wisely and consider the reputation impact on its name through any misuse on social media. When someone clearly identifies their association with the club, or can be associated with the club, Cumbernauld Colts expects them to behave and express themselves responsibly and in a manner that complies with this policy.

SCOPE OF POLICY

This policy applies to all associated with Cumbernauld Colts FC and covers all social media.

THE POLICY

Coaches, officials, and those in a position of responsibility in the club must ensure they communicate responsibly.

The position statement from the FA on Social Media is helpful and forms the basis of our club policy.

- You are responsible for everything on your account at all times whether or not you posted it.
- Only use words, phrases and images that you are 100% sure of the meaning of – ignorance will not be a defence.
- Your comments may affect your future career.
- You are responsible for everything on your account including historic posts, you may no longer remember but are still on your account. Therefore, you must ensure you remove all posts, which might be in breach of football association rules.
- Be careful of what you ‘like’ or ‘re-post’

Charges may be brought in respect of any comments or postings that may cause damage to the wider interests of football or bring the game into disrepute.

Club & Representatives should;

1. Refrain from publishing offensive comments about other clubs, players, representatives or referees, or any topic that may be deemed controversial or potentially inflammatory.
2. Avoid hostile or harassing communications in any posts or other online communications. To Note; ‘harassment’ is defined as any offensive conduct based on a person’s or persons race, sex, gender identity, national origin, colour, disability, age, sexual orientation, veteran status, marital status, religion or any other status identified by The Equality Act.

3. Identify all 'used', 'secondhand' or copyrighted material with citations and links. When publishing direct paraphrased quotes, thoughts, ideas, photos or videos, request permission & give credit to the original publisher, author or source.
4. Where the Club maintains a website, blog, chat room, video-sharing site, bulletin board, or other social media (ie Twitter, Instagram, Facebook, Snapchat etc) that promotes team(s) or the Club in general, representatives should remember they are responsible for reviewing responses to online posts and resolving any concerns about the propriety of the responses before they are reposted.
5. If an external blogger, journalist, news agency or any other online participant posts an inaccurate comment about the Club, a team within the Club, or anyone associated with the club, please do not respond to the post, please contact the Club secretary or Club board.
6. Picture, Video or Information based material associated with Youth teams, and or events or promotion involving minors should be inline with existing Safeguarding guidance, and have the permissions of parent(s) / guardian(s) in advance.
7. Do not use a position as a custodian of a social media account associated with the club to promote third party business, services or events where the third party does not have an existing fully recorded commercial advertising or sponsorship relationship with the club.
8. Should a coach decide to leave a club, the club should ensure that all access to club social media platforms are removed immediately.

Players

1. Do not post, host, text or email things that are hurtful, insulting, offensive, abusive, threatening, or discriminatory as this would breach the club's rules and could also be against the law.
2. Avoid posting personal comments in relation to the management or operation of the club, club officials, match officials, players, supporters, opposition team member(s), or any family members of those above.
3. Do not give out personal details online including mobile numbers, email addresses or social networking account access to people you don't know well offline.
4. (Youth players) Do not invite any adult involved with the club to become your friends online, or accept them as a friend on any social network site. They have been advised they should accept such invitations.
5. Please do not immediately delete inappropriate text or email messages sent to you as they may form part of any subsequent investigation
6. Do not use inappropriate language. This includes swearing, discriminatory comments and comments of a sexual nature.
7. Do not reveal specific, explicit, or exact information about training, fixtures and contractual agreements etc. using social media posts.

8. Make contact through social media with those in senior/coaching positions within the club without explicit consent to do so.

To Employees, Volunteers, Officers, Managers, Coaches

Where you have access to a Club account on any social media platform, it should be used only for Club related matters, please create a personal account for personal views & opinion. Posts and comments on personal social media accounts should hold the same values as formal accounts you are representing the club.

1. Please do not use club related/addressed text or emails for personal conversations, sending pictures, jokes or other items of a personal nature or engage in any 'banter' or comments with or about players, managers or officials.
2. Please do not use club related /addressed or web based mobile phones or other form of communications to send personal messages of a non-football nature.
3. Do not respond to or encourage emails or texts received from minors other than those directly related to club matters.
4. Do not use language/dialogue that is directly (or could be misinterpreted as being) discriminatory, sexist, derogatory, threatening, abusive or sexualised in tone.
5. Do not accept as a friend, or 'follow' young players or any person employed or volunteering at the club who is U18 on social networking sites, except where recognised & recorded as an organised 'parent aware' method of team/club communication.
6. Avoid sharing your own personal social networking sites with minors involved at the football club or inviting them to be your 'friend'.
7. Do not make contact with children or young people known through football, outside of the football context on social networking sites.
8. Do not post personal comments in relation to the management or operation of the club, club officials, match officials, children, parent/guardian or opposition teams or any family members of those groups.
9. Please do not delete any inappropriate text or email messages sent to you as they may form part of any subsequent investigation.
10. Coaches that 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.
11. (Youth teams <18 years old) We encourage and support the practice of filming matches as it can be a valuable tool for analysis, coaching and player development, as well as increase visibility if clipped online. However, it is crucial that this is done with the consent and agreement of your opponent. We kindly request that you 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.

To Parents

Please be part of the communications between the club, you and your child. Open communication about club activities/ issues often mean that concerns are picked up early and issues can be resolved more easily.

1. Ensure you are aware of how coaches, managers and other members of the club should communicate with your child
2. Please understand the club's communication practices. If the club uses text messages, WhatsApp or emails as a source of communication you may request to be copied into anything sent to your child.
3. Ensure your child understands that they should tell someone that they trust about any communications that make them feel uncomfortable or when they've been asked not to tell their parent/carer or coach about the communication.
4. Remember as a parent/carer of a child at the club you and your child are responsible for and need to abide by the club policy.
5. Inform the club Child Safeguarding Officer as soon as possible if you or your child receives any inappropriate communication from any member of staff/volunteer or other person associated with the club and ensure you save the communication for reference.
6. Parents should avoid the use social media to speak ill of the club or any staff or associates, or to comment on players, training or matches. Instead please raise your concern with the appropriate team manager, section lead, or Child Safeguarding Officer if relating to a minor.

Policy Breach:

A breach of this policy would need to be considered by the appropriate Team Manager > Child Safeguarding Officer > Secretary for the team involved, level dependent on the nature & extent of the breach and could engage the Club board if required.

All reports of a breach or technology misuse will need to be investigated and may need to result in notification to the Police where Cumbernauld Colts Football Club is obliged to do so. Everyone must be aware that in certain circumstances where a crime has been committed, they may be subject to a criminal investigation by the police, at which point, Cumbernauld Colts Football Club will have no further control or influence on outcome.

Internal sanctions may include, but are not limited to, a suspension, or ban from Cumbernauld Colts Football Club. The aligned League may also take action in the form of a suspension, ban & or fine.

Statement

I agree to follow Cumbernauld Colts Social Media Policy

Name of Player, Coach, Volunteer, Employee

Signature of Player, Coach, Volunteer, Employee

Date