



## Social Media Policy

### Overview

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As public-facing organisations Chesterfield Football Club and Chesterfield FC Community Trust recognise the benefits of social media as an important tool of engagement, to communicate with and market promotions to our customers, supporters, participants and volunteers.

It is important that the reputation of the Club and Trust, as well as 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 the Club and/or Trust.

When someone clearly identifies their association with the Club or Trust or can easily be associated with Chesterfield Football Club in this type of open forum, they are expected to behave and express themselves appropriately and in a manner that upholds the reputation of and doesn't bring the Club and/or Trust into disrepute.

The purpose of this social media policy is to provide some guiding principles for staff, players, coaches, and volunteers of the Club and Trust to follow when using social media.

### Scope

This policy applies to all players, coaches, directors, trustees, staff, participants and volunteers of the Club and Trust.

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, Instagram, Snapchat, etc.)
- Content sharing including using sites such as Flickr (photo sharing) and YouTube or TikTok (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 directors, trustees, sponsors, partners, customers, participants or supporters of the Club and/or Trust as an organisation and the reputation of the Club, the Trust, the National League, the NL Trust, the Youth Alliance League, the Football Association, and any partner competitions or organisations.

## **Guiding Principles**

The web is not anonymous. Everyone should assume that everything they write online, especially in open forums, can be traced back to them. Individuals should be aware that they may be personally liable to prosecution, and open to claims for damages, should your actions be found to be in breach of the law. In cases of harassment, a claim that you had not intended to harass or cause offence will not in itself constitute an acceptable defence.

Due to the unique nature of football the boundaries between personal and professional profiles and any associated opinions and comments can often be blurred. As such, it is essential that Club and Trust players, coaches, directors, trustees, staff and volunteers clearly acknowledge this ambiguity when posting anything online and always consider their connection to the Club and Trust and, as such, their role as a representative of the wider Club.

When using the internet for professional or personal pursuits, all Chesterfield Club, the Trust or Academy staff must respect the brands of Chesterfield Football Club/ Chesterfield Football Club Academy our partners, sponsors, the associations to which we are members, such as the National League, Youth Alliance League or the Football Association, as well as other staff, following the guidelines in place to ensure that the intellectual property of both Chesterfield Football Club, the Trust or Academy and our affiliated associations is not compromised and the organisation is not brought into disrepute.

## **Usage**

All Chesterfield Football Club, the Trust or Academy coaches, directors, office bearers and volunteers using social media must operate within the Chesterfield Football Club Code of Conduct when engaging with electronic communications and social media. Such use:

- Must not contain, or link to, libelous, defamatory or harassing content – this also applies to the use of emoji symbols, illustrations or nicknames
- Must not comment on, or publish information that is confidential in any way
- Must not bring (or be perceived to bring) Chesterfield Football Club, the Trust or Academy or the sport and any affiliated governing bodies into disrepute
- Must refrain from posts supporting discrimination whether by reason of sex, sexual orientation, race, nationality, ethnic origin, colour, religion or disability
- Must not be directly linked with any players aged 18 or below from a personal social networking account
- Must not post named photographs of under 18s without parental/guardian agreement
- Must not otherwise be in breach of the Chesterfield Football Club Player Code of Conduct and Professional Contracts.

- For Chesterfield Football Club, the Trust or Academy staff using social media, such use must not interfere with work commitments.

## **Branding & Intellectual Property**

It is important that any trademarks belonging to Chesterfield Football Club, the Trust or Academy or any affiliated competition or governing body, are not used in personal social media applications, except where such use can be considered incidental – (where incidents is taken to mean “happening in subordinate conjunction with something else”) Official Chesterfield Football Club or Trust 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 Chesterfield Football Club, the Trust or Academy 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 Chesterfield Football Club, the Trust or Academy 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
- Chesterfield Football Club, the Trust or Academy members must not use official Chesterfield Football Club/Chesterfield Football Club Academy pages to promote personal projects
- All materials published or used must respect the copyright of third parties.
- Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Chesterfield Football Club, the Trust or Academy players, coaches, directors, office bearers and volunteers 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 Chesterfield Football Club, the Trust or Academy functions will not appear publicly or on the internet. In certain situations, Chesterfield Football Club/ Chesterfield Football Club Academy players, coaches, directors, office bearers and volunteers could potentially breach the Privacy Act or inadvertently make Chesterfield Football Club, the Trust or Academy liable for breach of copyright.
- Chesterfield Football Club, the Trust or Academy players, coaches, directors, office bearers and volunteers 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 Chesterfield Football Club, the Trust or Academy, club staff or any affiliated partners or sponsors online.

### **Breach of Policy**

Chesterfield Football Club, the Trust or Academy monitors online activity in relation to the club and the sport. Detected breaches of this policy should be reported to Chesterfield Football Club, the Trust or Academy. If detected, a breach of this policy may, following investigation, result in formal disciplinary action from Chesterfield Football Club, the Trust or Academy under the Chesterfield Football Club or Trust disciplinary procedures detailed in the Club's Code of Conduct. A breach of this policy may also amount to breaches of other Chesterfield Football Club, the Trust or Academy documents and policies.

Disciplinary action may involve a verbal or written warning or, in serious cases, termination of employment or engagement with Chesterfield Football Club and Trust.

### **Consultation or Advice**

This policy has been developed to provide guidance for Chesterfield Football Club, the Trust or Academy players, coaches, directors, office bearers and volunteers in a new area of social interaction. Chesterfield Football Club, the Trust or Academy players, coaches, directors, office bearers and volunteers who are unsure of their rights, liabilities or actions online and seek clarification should contact a member of the relevant board/committee within Chesterfield Football Club, the Trust or Academy via: [nickjohnson@chesterfield-fc.co.uk](mailto:nickjohnson@chesterfield-fc.co.uk)