A logo for a football team

Description automatically generatedA logo of a football ball and castle

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**BRECHIN COMMUNITY CLUB**

**SOCIAL MEDIA POLICY**

**BCC social media policy**

BCC recognises that Social Networking sites have become a significant way of life for many people and that, when used appropriately, are a positive opportunity to communicate within football.

There are instances, however, where these sites can be used inappropriately in terms of content and the following policy is designed to provide a balance between supporting innovation and creativity and good practice procedures.

When communicating online and working within the terms of this policy all players, parents/carers and BCC officials must uphold BCC values and ensure that all social media postings are acceptable.

As more clubs, leagues and regions are using social media to communicate information on events, promotion of activities, campaigns and schedule of games/training it is essential that coaches, officials, players and parents/carers agree to follow this policy.

**Purpose of our policy**

The purpose of this policy is to ensure that all players, parents/carers, officials, clubs, leagues and regions are aware of the general principles of acceptable use of social media sites and in doing so ensure that the reputation of BCC is not adversely affected.

Players, parents/carers, officials, clubs and leagues must be aware of their responsibilities in order to protect all concerned and also be aware of the consequences of not doing so.

Inappropriate activity on Social Networking sites will be viewed as serious misconduct and will entitle BCC to take disciplinary action against the relevant player, official, club, league and/or region in accordance with the disciplinary procedures.

**The scope of our policy**

The social media policy applies to all players, parents/carers, officials, clubs and leagues. The policy should be read in conjunction with the following other policies/advice sheets;

• BCC Protection Policies

• BCC Disciplinary Procedures

• BCC Advice Sheets

• BCC Code of Good conduct for the use of photographs & Images

This policy applies to the use of any online communication tools or platforms, including BCC owned websites and any activity on external sites where your association with the BCC is visible.

This includes wikis, social networks (e.g. LinkedIn, Facebook, Twitter), social media sites (e.g. Flickr, YouTube) or even a personal blog. Clubs, leagues and regions should ensure that everyone involved (including coaches, officials, administrators, parents/carers and players) understand and comply with their responsibilities within this policy and ensure the appropriate code of conduct which includes social media is signed.

**Implementing our policy**

If any official, club or league refers to BCC in any way in their personal internet presence, either on one of the BCC official sites or on their own personal site, then the information posted must comply with the content below;

• BCC officials should not refer to any confidential information relating to their role which includes any sensitive information or defamation of any other official, player or parent/carer

• Any misuse of a social networking site that may bring BCC into disrepute, may result in disciplinary action against the player, official, club, league or region and could constitute gross misconduct

• If a BCC official, player or parent/carer is concerned by information or content posted on social media sites (i.e. Twitter, Facebook, YouTube or Flickr) they should raise this concern with their clubs player protection officer

• BCC officials, players, parents/carers must refrain from using language which could cause offence to other or incite abuse or bullying

• Postings of photographs on social media sites must follow the BCC Code of Good conduct for the use of photographs & Images

• BCC officials should consider the propriety of sharing information with players or parents/carers via Social Networking sites. BCC officials who use social networking sites (e.g. Facebook, twitter) personally must never ‘friend’ or ‘follow’ a player and should apply privacy settings to a level that prevents players having the ability to send friend requests. For more information, please refer to the BCC Child Wellbeing and Protection Policy.

• If you choose to include BCC official in your professional capacity to the publicly available information on your Social Media profile, please include 'All views expressed are my own and not those of the BCC'.

**Good practice guidelines for the safe use of social networking**

The following guidelines should be followed in order to safeguard all parties when communicating via digital technology and social media:

* All communications from the club with children and young people should be open, transparent and appropriate.
* Children and young people and their parents/carers should be informed about the communication approach by the club and should also be given information on how to keep themselves safe and who to report any concerns to.
* Messages should only be sent to communicate details of meeting points, training, match details, competition results etc. The same message should be sent to every member of the group/team
* The use of apps must take account of the terms and conditions of using the app including age limitations.
* It should always be clear that it is the club who is communicating information – one-to-one messaging arrangements between sports volunteers/staff should be strongly discouraged and safeguards should be in place and settings adjusted to prevent this happening.
* Messages should never contain any offensive, abusive or inappropriate language. They should not be open to misinterpretation.
* Written permission must be sought from parents/carers to communicate with children under 16 years.
* Parents should be offered the option to be copied into any messages their child will be sent.
* Consent to communicate via digital technology/social media should be sought directly from young people aged 16 to 18. Though consent from parents/carers is not required for this age group it is recommended that parents/carers are informed of the intention to communicate with their children.
* All concerns about the inappropriate use of digital technology and social media will be dealt with in line with the Procedure for Responding to Concerns about a Child. This may include the concerns being reported to police.
* Where phone numbers/email addresses of children and young people are gathered these should be kept securely in a locked cabinet or password-protected electronic file or database.
* The number of people with access to children and young people’s details should be kept to a practical minimum. A record should be kept of their numbers/addresses by the Child Wellbeing & Protection Officer

**Legal implications**

E-mail is also subject to national law, in particular the Computer Misuse Act, Copyright Act, Data Protection Act and the law of libel

The fact that e-mails can so easily and quickly be forwarded to others and that e-mails are not automatically and permanently deleted when wiped from a desktop means that defamation is a real danger. Care should be taken with the content of messages and derogatory remarks about another player, official, club, league or region

The same rule applies to indecent, sexist, racist or obscene remarks.

Further BCC information and policies can be found on our website - <https://brechincommunityclub.co.uk/>