

# Kingswood Sports FC Social Media Policy and Procedures

**Policy Number:** KU-SM-01

**Effective Date:** September 2024

**Approved by:** Committee

**Version:** 1.0

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## 1. Purpose

This policy provides guidelines for Kingswood United FC volunteers to use social media responsibly. It aims to protect the charity's integrity and reputation while encouraging the use of social media to promote our mission, engage with the community, and share valuable information.

## 2. Scope

This policy applies to all volunteers and any other representatives of Kingswood United FC who use social media on behalf of the Football Club or in a personal capacity that may impact the Football Club.

## 3. Definitions

**Social Media:** Online platforms and tools allow users to create, share, and engage with content. This includes, but is not limited to, Facebook, Twitter, Instagram, LinkedIn, YouTube, blogs, and forums.

**Content:** Any material, including text, images, videos, and links, posted on social media platforms.

## 4. Policy Statement

- Kingswood Sports FC encourages the responsible use of social media to support our mission and goals.
- All social media activity should reflect the values and principles of the Football Club.
- Personal and professional use of social media should be clearly distinguished to avoid confusion.

## 5. Responsibilities

### Committee:

- Ensure the implementation and review of this policy.
- Oversee the Charity's official social media accounts and content.

## **Volunteers:**

- Adhere to this policy when using social media on behalf of the Charity or in a personal capacity that may affect the Charity.
- Report any issues or concerns related to social media use to their line manager or the designated social media officer.

## **6. Guidelines for Social Media Use**

### **1. Official Accounts:**

- Only authorised individuals may create or manage official social media accounts for Kingswood United FC.
- Official accounts should identify the Football Club and include appropriate branding and contact information.

### **2. Teams Accounts:**

- Teams are authorised to create their own social media accounts. These accounts must be private and only accessible to those associated with the team.

### **3. Our Teams Kingswood:**

- Teams are authorised to post on the Our Teams Kingswood Page. All content must comply with this policy.

### **4. Content Creation and Sharing:**

- Content should be accurate, respectful, and aligned with the Football Club's mission and values.
- Content must comply with safeguarding and league regulations, such as posting names and scores.
- Do not share confidential or sensitive information without proper authorisation.
- Obtain permission before posting images or videos of individuals, particularly children and vulnerable adults.
- Ensure that all content complies with copyright and intellectual property laws.

### **5. Engagement and Interaction:**

- Engage with followers positively and respectfully.
- Respond to comments and messages promptly and appropriately.
- Do not engage in arguments or negative discussions.
- Report any harmful content to the welfare officer.

### **6. Personal Use:**

- Volunteers should clearly state that their views are their own and do not represent the Football Club when using personal social media accounts.
- Avoid sharing any content that could harm the reputation of the Football Club.
- Do not disclose confidential or sensitive information related to the Football Club.

## **7. Privacy and Security:**

- Protect personal and organisational information by using strong passwords and privacy settings.
- Be aware of the risks of sharing location information and personal details online.
- Report any security breaches or concerns to the welfare officer immediately.

## **7. Reporting and Addressing Issues**

### **1. Reporting:**

- Any issues or concerns related to social media use should be reported to the welfare officer.
- Reports should include details of the incident, including date, time, platform, and any relevant content.

### **2. Investigation:**

- The designated social media officer will investigate reported issues promptly and thoroughly.
- The investigation will review the relevant content and speak with the individuals involved.

### **3. Action:**

- Appropriate action will be taken based on the findings of the investigation.
- Actions may include removing content, issuing warnings, providing additional training, or disciplinary measures up to and including termination of employment or volunteer agreements.

## **8. Monitoring and Review**

- The Committee will review this policy annually to ensure its effectiveness.
- The review process will consider feedback from volunteers.
- The designated social media officer will monitor compliance with this policy and report any issues to the Committee

## **9. Contact Information**

For any queries or concerns regarding this policy, please contact:

### **Welfare Officer:**

Mike Corlyon - [welfare@kingswoodunited.co.uk](mailto:welfare@kingswoodunited.co.uk)

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This policy ensures that social media is used effectively and responsibly to promote Kingswood United FC's mission and values while protecting the Charity's integrity and reputation.