



Crewe Town FC

Social Media Policy

For the purpose of this policy Crewe Town FC will be referred to as CTFC.

Overview

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. CTFC recognises the benefits of social media as an important tool of engagement, to communicate with members and supporters.

It is important that the reputation of CTFC, as well as any associates are not tarnished in anyway by anyone using social media tools inappropriately, particularly in relation to any content that directly references CTFC, its players, and/or members directly.

When someone clearly identifies their association with CTFC, or can easily be associated with CTFC through their involvement, in any social media forum, they are expected to behave and express themselves appropriately and in a manner that is consistent with this policy and the respect code is laid out by the FA to the football community.

The purpose of this social media policy is to provide some guiding principles for members of CTFC to follow when using social media. This policy does not apply to the personal use of social media platforms by members where no reference is made to CTFC or any associated partners, sponsors or projects or where no obvious link to the club is present.

Social media can be a fun useful environment and provides a medium not only for publication but is often used as a means of communication between members. Its use is encouraged and when used responsibly is a powerful tool for the club and its members. This policy is designed to protect the individual users and as an aide to safeguarding. Please respect the power and the pitfalls social media can bring.

Scope

This policy applies to all members of CTFC in particular, committee, volunteers and coaches. The policy covers all forms of social media. Social media includes,

1. Maintaining a profile page on social media or business networking sites (such as LinkedIn, Facebook, twitter, Instagram, etc).
2. Content sharing including using sites such as YouTube.
3. Commenting on blogs for personal or business reasons.
4. Leaving product or service reviews on retailers' sites or customer review sites.
5. Taking part in online votes or polls.
6. Taking part in conversations in public or private web forums

Intent

The intent of this policy is to include anything posted online where information is shared might affect employees, sponsors, partners, customers, or supporters of CTFC as an organisation and the reputation of both the club, the football league or the Football Association and the competitions associated therewith.

Guiding Principles

The web is not anonymous, CTFC members and associates should assume that everything they write online, can be traced back to them.

The boundaries between club and personal related profiles with any associated opinions and comments can often be blurred. As such, it is essential that CTFC members clearly acknowledge this uncertainty when posting anything online and always consider their connection with CTFC. As a representation of the club, when using the internet for professional or personal searches, all CTFC members must respect the club, sponsors and The Football Association.

Usage

When creating a website, social networking page or forum that is in anyway or can in anyway be judged to be associated with CTFC, care should be taken to ensure that the appropriate person is given permission to create the page. Similarly, permission must be given to use the logos or images. Images of children must not be replicated on any site without the permission of the child's parent/guardian (note, the club membership forms include an implied consent for the use of images in associated official club media, unless signed and specified otherwise). Any issues in relation to the restriction of use of images by members should be brought to the attention of the Welfare Officer.

For official CTFC social pages and online forums:

1. Posts must not contain, nor link to, pornographic or indecent content.
2. CTFC members must not use official CTFC pages to promote personal projects without the express permission from the committee.

Consideration for others when using social networking sites.

Social networking sites allow photographs, videos and comments to be shared with millions of other users. CTFC members must recognise that it may not be appropriate to share some photographs, videos and comments in this way.

CTFC members should be considerate to others and 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 any offensive comments be made about CTFC, committee, volunteers, members or any sponsors online through the use of associated club media. This is also extended to cover the persons own social media. Any offensive comments that are not related to the above are subject to this policy and may be identified to the relevant party for action.

Breach of policy

CTFC continuously monitors online activity in relation to the club and the sport. Detected breaches of this policy should be reported to CTFC committee.

If detected, a breach of this policy may result in disciplinary action, it could also amount to breaches of other CTFC documents and policies. Disciplinary action will include suspension of membership or in serious cases, termination of association with CTFC.



John Edge - Chairman