



Lincoln Red Imps Football Club

Title	Social Media Policy		
Author	Stefan Viagas	Date	22-4-2020
Ratifying Group	Executive Group	Date	
Version	Version		1.0
Review	Yearly	Date	

POLICY

About this Policy

This policy is in line with Gibraltar Football Association Social Media Policy.

Social media offers the opportunity for people to gather in online communities to share and consume content. It is important for Lincoln Red Imps on one hand to recognise the benefits of social media as an important tool of engagement but also to protect the reputation of our sport, organisation and membership.

This social media policy aims to provide some guiding principles to follow when using social media. It applies to the entire membership including players, coaches, staff, volunteers, parents and fans.

Reference Documents

1. Gibraltar Football Association Social Media Policy
2. Club Code of Conduct
3. Club Safeguarding Children
4. Club Antibullying Policy
5. Club Disciplinary Policy

Introduction

Lincoln Red Imps FC understand everyone involved in football must recognise that the responsibility to safeguard exists both on and off the field of play. All participants in a position of trust in football need to act responsibly both on and off the field and this includes the use of electronic communications and therefore we must ensure that collectively we communicate responsibly.

As a club we are responsible for ensuring all contents hosted on our websites, social network areas and any associated social media platform abide by the Rules and Regulations of Gibraltar Football Association.

Guidelines

1. The Club

The club should:

- a. Refrain from publishing comments about other clubs, players or referees and any controversial or potentially inflammatory subjects.
- b. Avoid hostile or harassing communications in any posts or other online communications. Harassment is any offensive conduct based on a person's race, sex, gender identity, national origin, colour, disability, age sexual orientation, veteran status, marital status, religion or any other similar status that may be identified by The Laws of Gibraltar.
- c. Identify all copyrighted or borrowed material. When publishing direct paraphrased quotes, thoughts, ideas, photos or videos, give credit to the original publisher or author.
- d. The club will monitor all its Social Media Platforms used to promote the club and will reserve the right to remove any post that the club feels are inaccurate and/or are an accessory to Negative Comments about the Club or any of its members.

2. Employees/Volunteers/Youth Coaches

Employee/Volunteers whether full time or Part time must not:

- a. Use 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 children at the club.
- b. Use internet or web based mobile phones or other form of communications to send personal messages of a non-football nature to a child or young person.
- c. Respond to emails or texts from young people other than those directly related to club matters.

- d. Use language that is directly (or could be misinterpreted as being) racist, sexist, derogatory, threatening, abusive or sexualised in tone.
- e. Accept as a friend, young players or any person employed or volunteering at the club who is U18 on social networking sites.
- f. Share your own personal social networking sites with children or young people involved at the football club or ask them to be your 'friend'.
- g. Make contact with children or young people known through football outside of the football context on social networking sites.
- h. 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.
- i. Delete any inappropriate text or email messages sent to you as they may form part of any subsequent investigation.

3. Parent/Guardians

Parent Guidance

- a. Know who the club Child Protection/Welfare Officer is and how to contact them if they have any concerns about the content of club web pages or in relation to the welfare any child.
- b. Ensure you are aware of how coaches, managers and other members of the club should communicate with your child
- c. Show an interest in the communications between the club, you and your child.
- d. Understand the club's communication practices. If the club uses text messages or emails as a source of communication you may request to be copied into anything sent to your child
- e. Ensure your child understands that they should tell someone that they trust about communications that make them feel uncomfortable or when they've been asked not to tell their parent/guardians or coach about the communication.
- f. Remember as a parent/guardian of a child at the club you and your child are responsible for and need to abide by the club and GFA Social Media Policy regarding comments about the club, club officials, GFA Officials, other clubs players and coaching staff in any Social Media Platform.
- g. Inform the club Child Protection/Welfare 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 save the communication
- h. Parents must not use social media to speak ill of the club or any staff or associates or to comment on players, training or matches.

4. Players/Coaches

Players must not:

- a. Post, host, text or email things that are hurtful, insulting, offensive, abusive, threatening, or racist as this would go against football club's rules and could also be against the law. Or post personal comments in relation to the management or operation of the club, club officials, match officials, players, opposition team member(s), or any family members of those above.
- b. Engage in any personal communications, 'banter' or comments with staff / volunteer(s), players' opposition teams.
- c. Give out personal details online including mobile numbers, email addresses or social networking account access to people you don't know well offline
- e. Delete inappropriate text or email messages sent to you as they may form part of any subsequent investigation
- f. Use inappropriate language.
- g. Reveal information about training, fixtures and contractual agreements etc using social media posts.

Breach of this Policy

Lincoln Red Imps Fc will continually monitor online activity and any breach of this policy will be considered and may be investigated by the Executive Board.

All reports of cyberbullying and other technology misuses will be investigated fully and may result in notification to the police.

Sanctions may include, but are not limited to, suspension or banning from Lincoln Red Imps FC. 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.

Stefan Viagas
Media Officer