**CLARBESTON ROAD AFC SOCIAL MEDIA POLICY**

**(Charity number 1163455)**

**Background**

The Club recognises the positive value that social media can have if used in a responsible way. This policy aims to outline the responsibilities of Club members when accessing social media and to ensure that is used is in an acceptable way that avoids bringing the Club into disrepute.

This policy should be read in conjunction with the FAW Code of conduct for parents, relatives and other spectators ‘Are You Onside’, which the Club has adopted. This requires individuals ‘Not to make inappropriate comments about another player, coach, official, spectator or volunteer on any websites or social networking sites which may bring the game into disrepute’.

**Our approach**

While the Club has no intention to restrict any proper and sensible exercise of each

Member's individual rights and freedoms, it is expected that all Members will conduct themselves in such a way as to avoid bringing the Club into disrepute or compromising its effectiveness.

Members must remember that what they post on social networking sites may be seen outside of the Club and their network of friends. Any content members post online or send in an email must therefore be appropriate and maintain the reputation of the Club

Members must not claim they are speaking on behalf of the Club, unless they have been authorised to do so by the trustees.

Members must not establish a social media group (e.g. a Facebook group) that uses the name of the Club without the consent of the trustees. Any such site should include the following statement, suitably modified for the respective social media and target audience:

*This is an unofficial page for the [members/team/players/supporters etc] of Clarbeston Road AFC. The views and opinions posted are those of the author and not those officially held or expressed by Clarbeston Road AFC. Group members are reminded that they must take full responsibility for all the posts that they make.*

If Members become aware of the publication or inclusion in any media of anything likely to be damaging to the reputation of the Club, they should immediately draw it to the attention of a trustee.

Where, in the reasonable opinion of the trustees, a member has posted on any social media platform any content which offends this policy or is unacceptable, the Club may require that the content be taken down and permanently removed. Failure to comply with any such requirement, without reasonable cause, may also result in disciplinary action.

**[Policy agreed by the trustees on 10th August 2016]**

**[Policy last reviewed on 11 March 2021]**