

Social Media Policy

1. Purpose

The purpose of this policy is to provide guidance on the responsible use of social media by players, coaches, volunteers, committee members, and supporters associated with Storeys of Lancaster FC. Social media is an important tool for promoting the club, engaging with supporters, and sharing club activities, but it must be used in a way that protects the club's reputation and values.

2. Scope

This policy applies to:

- Club officials and committee members
- Players (senior and junior teams)
- Coaches and staff
- Volunteers and parents involved with the club
- Anyone posting on official club social media accounts

It also applies when individuals identify themselves as representing Storeys of Lancaster FC on their personal accounts.

3. Official Club Accounts

Only authorised individuals appointed by the club committee may post on official club social media channels, including but not limited to:

- Facebook
- X (Twitter)
- Instagram
- TikTok
- Club website

Responsibilities of account administrators include:

- Ensuring content is accurate and appropriate
- Representing the club positively
- Protecting the privacy of players, especially minors
- Removing inappropriate comments where necessary

Passwords for official accounts must be stored securely and shared only with authorised club officials.

4. Acceptable Use

Social media should be used to:

- Promote fixtures, results, and club news
- Celebrate achievements and community involvement
- Engage positively with supporters and sponsors
- Share photos and videos from matches and events (with consent where required)

Posts should reflect the values of respect, inclusion, teamwork, and sportsmanship.

5. Unacceptable Content

The following content must not be posted on official club channels or by individuals representing the club:

- Offensive, abusive, discriminatory, or defamatory content
- Comments that target referees, opposing teams, or individuals
- Confidential club information
- Content that could damage the reputation of the club
- Inappropriate images or videos of players, particularly minors

Harassment, bullying, or online abuse will not be tolerated.

6. Personal Social Media Accounts

Players and members are free to use their personal social media accounts, but they should:

- Avoid posting content that could bring the club into disrepute
- Not present personal opinions as official club views
- Show respect to teammates, coaches, officials, and opponents
- Consider privacy settings and the potential reach of posts

If referencing Storeys of Lancaster FC, members should ensure posts reflect positively on the club.

7. Safeguarding and Youth Protection

Where youth teams are involved:

- Photos and videos of children must only be shared with parental/guardian consent
- Full names of youth players should generally not be used without permission
- Location details should be shared responsibly

The Club Welfare Officer officer should be consulted if there are concerns.

8. Reporting Issues

Any concerns about social media use related to the club should be reported to:

- The Club Committee, or
- The Club Safeguarding Officer (for youth-related matters)

Reports will be reviewed and handled appropriately.

9. Breaches of the Policy

Failure to comply with this policy may result in:

- Removal of posting privileges
- Disciplinary action by the club committee
- Suspension or removal from club activities where appropriate

Serious incidents may be reported to relevant football authorities.

10. Policy Review

This policy will be reviewed annually by the Storeys of Lancaster FC committee to ensure it remains relevant and effective.