

Bonar Bridge Football Club

Social media policy

Context and overview Key details

- Policy prepared by: Tom McClenaghan (Club First Team Manager)
- Approved by committee of: Bonar Bridge Football Club
- First Policy became operational on: 30th August 2019
- Last Review Date: 18th September 2023
- Next review date: September 2024

Introduction

This social media policy describes the rules governing use of social media at Bonar Bridge Football Club.

It sets out how members must behave when using the club's social media accounts. It also explains the rules about using personal social media accounts and describes what members may say about the club on their personal accounts.

Why this policy exists

Social media can bring significant benefits to BBFC, particularly for building relationships with current and potential members.

However, it's important that members who use social media within the club do so in a way that enhances the club's prospects.

A misjudged status update can generate complaints or damage the club's reputation. There are also security and data protection issues to consider.

This policy explains how members can use social media safely and effectively.

Policy scope

This policy applies to all members (players and officers) and volunteers at Bonar Bridge Football Club who use social media.

Responsibilities

Everyone who operates a club social media account or who uses their personal social media accounts to reference the club has some responsibility for implementing this policy. However, the club is ultimately responsible for ensuring that it uses social media safely, appropriately and in line with the club's objectives

General social media guidelines The power of social media

Bonar Bridge FC recognises that social media offers a platform for the club to stay connected with fans and the community and build its profile online.

The club also believes its members should be involved in football related conversations on social networks. Social media is an excellent way for members to make useful connections, share ideas and shape discussions.

The club therefore encourages members and supporters to use social media to support the club's goals and objectives.

Basic advice

Regardless of which social networks members are using, or whether they're using club or personal accounts, following these simple rules helps avoid the most common pitfalls:

- **Know the social network.** Members and supporters should spend time becoming familiar with the social network before contributing. It's important to read any FAQs and understand what is and is not acceptable on a network before posting messages or updates.

If unsure, don't post it. Members should err on the side of caution when posting to social networks. If a member feels an update or message might cause complaints or offence — or be otherwise unsuitable — they should not post it. Members can always consult the committee for advice.

- **Be thoughtful and polite.** Many social media users have got into trouble simply by failing to observe basic good manners online. Members should adopt the same level of courtesy used when communicating via email.
- **Look out for security threats.** Club members should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware. Further details below.
- **Keep personal use reasonable.** Although the club believes that having members who are active on social media can be valuable both to those members and to the club,

- members should exercise restraint in how much personal use of social media they make.
- **Don't make promises without checking.** Some social networks are very public, so members should not make any commitments or promises on behalf of Bonar Bridge Football Club without checking that the club can deliver on the promises. Direct any enquiries to the Secretary or other committee member.
- **Handle complex queries via other channels.** Social networks are not a good place to resolve complicated enquiries. Members should handle further communications via the most appropriate channel — usually email or telephone.
- **Don't escalate things.** It's easy to post a quick response to a contentious status update and then regret it. Members should always take the time to think before responding, and hold back if they are in any doubt at all.

Use of club social media accounts

This part of the social media policy covers all use of social media accounts owned and run by the club.

Authorised users

Only people who have been authorised to use the club's social networking accounts may do so. Authorisation is usually provided by the committee. It is typically granted when social media-related tasks form a core part of a member's role.

Allowing only designated people to use the accounts ensures the club's social media presence is consistent and cohesive.

Creating social media accounts

New social media accounts in the club's name must not be created unless approved by the committee .

The club operates its social media presence in line with a strategy that focuses on the most-appropriate social networks, given available resources.

If there is a case to be made for opening a new account, members should raise this with the committee.

Purpose of company social media accounts

Bonar Bridge FC's social media accounts may be used for many different purposes.

In general, members should only post updates, messages or otherwise use these accounts when that use is clearly in line with the club's overall objectives.

For instance, members may use club social media accounts to:

- Report results, promote fixtures, share general club news
- Share **blog posts, articles and other content** created by the club
- Share **insightful articles, videos, media and other content** relevant to the club, but created by others
- Provide fans or followers with **an insight into what goes on at the club**
- Promote fundraising events.

Social media is a powerful tool that changes quickly. Members are encouraged to think of new ways to use it, and to put those ideas to the committee.

Inappropriate content and uses

Club social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring the club into disrepute.

When sharing an interesting blog post, article or piece of content, members should always review the content thoroughly, and should not post a link based solely on a headline.

Further guidelines can be found below.

Personal social media rules Acceptable use. Talking about the club:

- Members should ensure it is clear that their social media account **does not represent Bonar Bridge Football Club's views** or opinions.
- Members may wish to **include a disclaimer** in social media profiles: 'The views expressed are my own and do not reflect the views of BBFC.'

Safe, responsible social media use

The rules in this section apply to:

- Any members using company social media accounts

Users must not:

- Create or transmit material that might be **defamatory or incur liability** for the club.
- Post message, status updates or links to material or **content that is inappropriate**

Inappropriate content includes: pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs.

This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.

- Use social media for any **illegal or criminal activities**.
- Send **offensive or harassing material** to others via social media.
- Broadcast **unsolicited views** on social, political, religious or other non- club related matters.
- Send or post messages or material that **could damage Bonar Bridge Football Club's image or reputation**.
- Interact with BBFC's competitors in any ways which could be interpreted as being **offensive, disrespectful or rude**. (Communication with direct competitors should be kept to a minimum.)
- Discuss members, **competitors, supporters or league officials** without their approval.
- Post, upload, forward or link to **spam, junk email or chain emails and messages**.

Copyright

respects and operates within copyright laws. Users may not use social media to:

- Publish or share any **copyrighted software, media or materials owned by third parties**, unless permitted by that third party. If members wish to **share content published on another website**, they are
- free to do so if that website has obvious sharing buttons or functions on it.
- Share links to **illegal copies** of music, films, games or other software.

Security and data protection

Members should be aware of the security and data protection issues that can arise from using social networks.

Maintain confidentiality.

Users must not:

- Share or link to any content or information owned by the club that could be considered **confidential or sensitive**. This might include bank accounts, details of members, or information about future strategy.
- Share or link to any content or information owned by another club or person that could be considered **confidential or sensitive**.
- Share or link to data in any way that could breach the SFA's **data protection policy**.
- Club social media accounts should be **protected by strong passwords** that are changed regularly and shared only with authorised users.
- Wherever possible, members should use **two-factor authentication** (often called mobile phone verification) to safeguard company accounts.
- Members must not use a new piece of **software, app or service** with any of the club's social media accounts without receiving approval from the committee.

Avoid social scams

- Members should watch for **phishing attempts**, where scammers may attempt to use deception to obtain information relating to either the club or its members.
- Members should never reveal sensitive details through social media channels. Member identities must always be verified in the usual way before any account information is shared or discussed.
- Members should **avoid clicking links** in posts, updates and direct messages that look suspicious. In particular, users should look out for URLs contained in generic or vague-sounding direct messages.

Policy enforcement Monitoring social media use

The committee will review social media use at monthly meetings, creating 'Social Media' as a standing and reoccurring agenda item.

Potential sanctions

Knowingly breaching this social media policy is a serious matter. Users who do so will be subject to disciplinary action, up to and including termination of club membership.

Members and other users may also be held personally liable for violating this policy.

Where appropriate, the club will involve the police or other law enforcement agencies in relation to breaches of this policy.

