



We only do positive.



RESPECT

The ArcOframe Stadium, Ruskin Drive Sports Village, St Helens, WA10 6RP

Social Media Policy

This policy is designed to ensure that children, young people, adults at risk, coaches, referees, adults in a position of trust, parents/carers and all other persons associated with Pilkington Football Club are not subjected to improper online behaviour or improper allegations.

Background

Pilkington Football Club (the "Club") understands that everyone involved in football must recognise that the responsibility to safeguard exists both on and off the field of play.

Club coaches, officials, managers and others in a position of trust need to act responsibly and respectfully, both on and off the field and this includes the use of electronic communications and social media. This also applies to Club members, supporters, parents and carers of young players and players themselves.

Social media can be, when used appropriately, an effective tool. The Club expects its members and other persons associated with it to use social media in a respectful and responsible manner. Social media should not be used to insult, present offensive or inappropriate content or to misrepresent the Club or any member, player, coach, official or supporter of the Club or the external football community.

We all benefit from the digital world – when used appropriately. We create our own digital footprint every time we post comments, photos or videos – so we need to be sure before we post.

The Club's advice is if you wouldn't say or do something face-to-face, then don't do it online.

Definition

Social media refers to all networking sites such as (but not limited to):

- Facebook
- Twitter
- Instagram
- YouTube
- Flickr
- LinkedIn

and covers any way these services are accessed.

This policy also applies to the use of emails, text messages, WhatsApp messages and all other digital communications, including content sharing, commenting on blogs or web forums, posting product or service reviews, and taking part in polls and votes where information is shared that might affect the Club or anybody or party associated with the Club.

Rights and Responsibilities

When using social media or other digital communications, all persons associated with the Club are expected to ensure that they:

- use appropriately and ONLY in respect of Club matters – DO NOT use emails, texts or social media to send personal messages, jokes or pictures of a non-football nature to Club members, children and young persons;
- ensure that the Club's board of directors has been notified of any social media groups in operation so that they can assign a member to monitor that group; the board will immediately request that anything that is deemed as offensive be removed;
- respect the rights and confidentiality of others and the Club;
- DO NOT impersonate or falsely represent another person;
- DO NOT bully, intimidate, abuse, harass or threaten others;
- DO NOT make defamatory comments;
- DO NOT use language that is directly (or could be misinterpreted as being) racist, sexist, derogatory, threatening, abusive or sexualised in tone;
- DO NOT post content that is hateful, threatening, pornographic, racist, abusive or incites violence against others;
- DO NOT post content that harms the reputation and good standing of those within the Club community;
- Unless a child or young person is a direct relation, DO NOT either accept friend or other requests to join social media groups or networks from those who are under 18, or share your own personal social networking sites with children or young people involved in junior or youth football.



Facebook:
PilkingtonFC



Twitter:
@Pilkingtonfc



Website:
pilkingtonfc.com

Pilkington Football Club is the trading name of Pilkington St Helens Football Club Limited, a Community Benefit Society registered with the Financial Conduct Authority under the Co-operative and Community Benefit Societies Act 2014, registration number 8354



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Player Guidance

Players must NOT:

- post, host, text or email things that are hurtful, insulting, offensive, abusive, threatening or racist;
- post personal comments in relation to Club officials, players, opposition team members, match officials or any family members of those above;
- give out personal details including mobile numbers, email addresses or social networking account access information to people you don't know well offline;
- invite any adult involved with the Club to become your friend online or accept them as a friend on any social network site, even if you get on really well with them. They have been asked not to accept such invitations;
- use inappropriate language or say or do something online if you wouldn't do it face-to-face.

Players SHOULD:

- use the privacy settings available on most social media sites. For example, Facebook has different 'set up' guidelines for U18s to help to keep children safe – if you are under 18, use them;
- ensure that you and your parents/carers know who from the Club should be contacting you and how they should be doing this.
- tell an adult you trust about any communications that make you feel uncomfortable or that ask you not to tell your parent/carer;
- talk to the Club Welfare Officer if you are unhappy about anything sent to you or said about you over the internet, social networking sites, text messages or via email;
- tell an adult you trust if an adult involved at the Club (or a referee) asks you to become their friend online. Also inform the Club Welfare Officer;
- tell an adult you trust if you receive an image or message you find offensive, threatening or upsetting. Make sure you copy and save the image/message elsewhere – or print it off before you remove and destroy it. It may be needed as evidence.

Parent/Carer Guidance

Please:

- ensure that you know who the Club Welfare Officer is and how to contact them if you have any concerns about the content of the Club social media or website;
- ensure that you are aware of how coaches, managers and officials should communicate with your child;
- ensure your child understands that they should tell someone they trust about communications that make them feel uncomfortable or if they've been asked not to tell their parent/carer or coach about the communication;
- inform the Club Welfare Officer as soon as possible if you or your child receives any inappropriate communication from any person associated with the Club (and save the communication);
- do not reveal any information you may have received about a player;
- do not use social media to speak ill of the Club or volunteers or to comment on players, training or matches.

Breach of Policy

Any breach of this policy will be considered by the Club's board and will be dealt with on a case by case basis.

If a member or parent/carer feels that they have been subjected to any form of social media abuse or any inappropriate use of texts and emails, please report this to either the Club Welfare Officer or Club Secretary immediately.



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