

Harland and Wolff Welders Football Social Club

Social Media Policy (2015)

Introduction

The use of Social Media provides many opportunities to improve the way we communicate reach out and interact with the different communities we serve. However when using these emerging technologies there are a number of risks and issues to consider, both for individual Committee, players, coaches and young people of Harland and Wolff Welders Football Club. These risks need to be identified and managed to ensure the benefits can be realised in as safe a manner as possible.

Outside of Harland and Wolff Welders Football Social Club, personal use of social networking sites is also growing in popularity, and is used by many as a way of keeping in touch with friends and colleagues on a social basis. While in the vast majority of cases, the use of sites such as Facebook is trouble free, guidance is required to ensure Members of the Harland and Wolff Welders Football Social Club do not act in a way that may negatively affect the reputation of the Harland and Wolff Welders Football Social Club, or leave themselves open to allegation.

Purpose

This policy relates to both the professional and personal use of social networking sites by Committee, Players, Coaches, Volunteers and Young People of Harland and Wolff Welders Football Social Club.

It aims to:

- Provide guidance to Committee, Players, Coaches, Volunteers and Young People on their personal responsibility as Members of the Harland and Wolff Welders FC when using any social networking site.

Scope

By definition Social media' is the term commonly given to web-based tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests online. As the name implies, social media involves the building of online communities or networks to encourage participation and engagement.

This includes blogs, message boards, social networking websites (such as Facebook, twitter, bebo, MySpace, Snap Chat, Instagram), content sharing websites (such as Flickr, YouTube) and many others.

Objectives

- To ensure safe, professional use of social media tools
- To make Committee, Players, Coaches, Volunteers and Young People of Harland and Wolff Welders Football Club aware of the issues relating to the use of social media for both private and professional purposes, and aware of their responsibility to Harland and Wolff Welders Football Club
- To ensure Committee, Players, Coaches, Volunteers and Young People of Harland and Wolff Welders Football Club are aware of all relevant legislation and standards relating to online information, including codes of practice from related professional bodies.

Codes of practice

Professional bodies may have issued their own code of practice relating to the use of social media.

Staff have a personal responsibility to be aware to codes of practice relating to their professional body, however the Harland and Wolff Welders Football Club policy remains the definitive guidance for staff in the use of social media.

Roles and Responsibilities.

All Committee, Players, Coaches, Volunteers and Young People of Harland and Wolff Welders Football Club are responsible for the success of this policy and should ensure that they take time to read and understand it.

It is the responsibility of Harland and Wolff Welders Football Club to investigate any reported breaches of this policy.

SECTION ONE: Personal Use of Social Media

Outside of the Harland and Wolff Welders Football Club environment, whether or not an individual chooses to create or participate in an online social network or any other form of online publishing or discussion is his or her own business.

However as a member Harland and Wolff Welders Football Club it is important to be aware that posting information or views about Harland and Wolff Welders Football Club cannot be isolated from your working life. Comments about Harland and Wolff Welders Football Club or colleagues can bring Harland and Wolff Welders Football Club disrepute and make Committee, Players, Coaches, Volunteers and Young People of Harland and Wolff Welders Football Club liable to legal action. Therefore keep their personal use of social media as separate as possible from Harland and Wolff Welders Football Club.

The following policy statements are designed to protect Harland and Wolff Welders Football Club and the Committee, Players, Coaches, Volunteers and Young People allegation, disrepute and liability.

Committee, Players, Coaches, Volunteers and Young People should never do any of the following:

Share confidential information online

Post inappropriate comments about Committee, Players, Coaches, Volunteers and Young People.

Use social media sites to bully or intimidate any member of Harland and Wolff Welders Football Club.

Use social media in any way which is unlawful

Use social media to post sectarian, racist, homophobic or any other inappropriate comments regarding race, sexual orientation or religion.

The above statements refer to the posting of all types of content on social media sites, including (but not exclusively) text, photographs and video.

SECTION TWO: Professional Use of Social Media

Your relationship with social media changes as soon as you identify yourself as member of Harland and Wolff Welders Football Club a speak in any kind of professional capacity or seek to deploy social media on Harland and Wolff Welders Football Club business.

In such circumstances there are responsibilities, standards of behaviour and other organisational considerations which apply. Remember, you are publically representing Harland and Wolff Welders Football Club and should participate in the same way as you would with other media, public meeting or forum.

Always remember that participation online results in your comments being permanently available and open to being republished in other media.

You should also be aware that you may attract media interest in yourself and Harland and Wolff Welders Football Club, so proceed with care. If you have any doubts, take advice from Harland and Wolff Welders Football Club, who may in turn contact the Trust media office in Corporate Communications if required.

Professional Use of Social Media is defined as:

Participation in third party professional forums and/or discussion boards relating to Harland and Wolff Welders Football Club

Creating and/or managing content on a social media site created, branded and managed by Harland and Wolff Welders Football Club

•Social media monitoring for business purposes

NB. Anyone wishing to develop a social media site or application on behalf of Harland and Wolff Welders Football Club should first read the policy document: Development of websites in the public domain, which outlines the required approval process.

Respect copyright when linking to images or other online material.

- 2 When participating in a professional capacity on behalf of Harland and Wolff Welders Football Club, staff **must not**:

Mention any information relating specifically to an individual

Use offensive, sectarian, sexist, racist, hateful or otherwise offensive or discriminatory language

Publish information that is disparaging to Harland and Wolff Welders Football Club, or other CLUB members

Endorse or appear to endorse any commercial product or service

Voice political opinion

Non-Compliance

Breach of this policy may result in disciplinary action up to and including dismissal. Disciplinary action may be taken regardless of whether Trust equipment or facilities are used for the purpose of committing the breach.

Any member of Harland and Wolff Welders Football Club committing a breach of this policy will be required to co-operate with our investigation. This may include removing internet postings which are deemed to constitute a breach in this policy. Failure to comply with such a request may in itself result in disciplinary action.

Serious breaches may be reported to the PSNI, or other public authority for further investigation.

Monitoring

Harland and Wolff Welders Football Club regularly monitors social media as part of our media strategy. Any instances of policy breach identified through this process will be dealt as per Harland and Wolff Welders Football Club disciplinary procedure.

THIS SOCIAL MEDIA POLICY WAS ADOPTED BY HARLAND AND WOLFF WELDERS FOOTBALL CLUB 2015

