Social Media Policy

Review date: 1 October 2027

Club Name: Falmouth Town AFC
Effective Date: 11 October 2026

1. Purpose

This policy provides guidance on the responsible use of social media by club members, players, coaches, volunteers, staff, parents, and supporters. Its purpose is to protect the reputation of the club, promote positive communication, and ensure a safe online environment for all participants.

2. Scope

This policy applies to:

- Players
- Coaches and managers
- Club officials and committee members
- Volunteers
- Parents and guardians
- Supporters acting on behalf of the club
- Any individual managing official club social media accounts

3. Official Club Social Media Accounts

Only authorised individuals may create, manage, or publish content on official club social media platforms.

Official club channels may include:

- Facebook
- Instagram
- X (Twitter)
- TikTok
- YouTube
- WhatsApp groups
- Club website
- Any future social media platforms adopted by the club

Account credentials must be securely stored and shared only with authorised personnel.

4. Acceptable Use

All club-related social media activity should:

- Promote the values and objectives of the club.
- Be respectful and inclusive.
- Celebrate participation, achievement, and sportsmanship.
- Provide accurate and factual information.
- Comply with safeguarding and data protection requirements.

- Represent the club in a positive manner.

5. Unacceptable Use

The following behaviours are prohibited:

- Bullying, harassment, intimidation, or discrimination.
- Offensive, abusive, threatening, or defamatory comments.
- Posting content that may damage the reputation of the club.
- Sharing confidential club information.
- Publishing false or misleading information.
- Criticising referees, opponents, league officials, or governing bodies.
- Use of profanity or inappropriate language.
- Posting content that promotes violence, hate, or illegal activities.

Such behaviour may result in disciplinary action.

6. Safeguarding and Youth Players

The welfare of children and young people is the club's highest priority.

When posting images or information relating to players under 18:

- Appropriate parental consent must be obtained.
- Personal information such as addresses, schools, phone numbers, or travel arrangements must never be disclosed.
- Content should be respectful and age-appropriate.
- Images should only be used for legitimate club purposes.
- Adults should not engage in inappropriate private messaging with junior players.

Any safeguarding concerns should be reported immediately to the Club Welfare Officer.

7. Photography and Video Content

The club may use photographs and videos for promotional and communication purposes where appropriate consent has been obtained.

Content must:

- Showcase football activity positively.
- Respect individual privacy.
- Not embarrass, exploit, or place participants at risk.
- Be removed promptly if requested and legally required.

8. Personal Social Media Accounts

The club respects the right of individuals to use personal social media accounts.

However, when identifying themselves as club members, individuals should:

- Make clear that personal opinions are their own.
- Avoid posting content that could bring the club into disrepute.
- Respect fellow players, officials, opponents, and volunteers.

- Consider the long-term impact of online posts before publishing.

9. Data Protection and Privacy

All social media activity must comply with relevant data protection legislation, including the UK GDPR and Data Protection Act.

Members must not:

- Share personal information without consent.
- Publish contact details of members.
- Disclose confidential club business or financial information.

10. Reporting Concerns

Club members are encouraged to report:

- Online abuse or harassment.
- Safeguarding concerns.
- Fake or unauthorised club accounts.
- Inappropriate social media content involving the club.

Reports should be made to:

Club Welfare Officer: Sue Little
Club Secretary: Wayne Pascoe
Website: www.falmouthtownafc.co.uk

11. Breaches of the Policy

Breaches of this policy may result in:

- Informal warning
- Formal warning
- Suspension from club activities
- Removal of social media access
- Referral to league, association, or safeguarding authorities where appropriate
- Termination of membership in serious cases

12. Policy Acceptance

All members, players, coaches, volunteers, and officials are expected to read and comply with this policy.

By participating in the club, individuals acknowledge their responsibility to follow the standards outlined in this Social Media Policy.

Approved by: Dale McIntosh
Position: Chairperson
Date: 11 October 2026