



Epsom FC Social Media Policy

PURPOSE

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Epsom FC. This policy contains Epsom FC guidelines for the Epsom FC community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

COVERAGE & SCOPE

This policy applies to all persons who are involved with the activities of Epsom FC, whether they are in a paid or unpaid/voluntary capacity.

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to platforms including, but not limited to:

- Facebook
- Instagram
- Snapchat
- Twitter
- Youtube
- Whatsapp
- Instant Messenger
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing Epsom FC on social media; and
2. if you are posting content on social media in relation to Epsom FC that might affect Epsom FC's business, products, services, events, sponsors, members or reputation.

You must be authorised by an elected member of the Epsom FC Executive before engaging in social media as a representative of Epsom FC. As a part of Epsom FC's online presence, you are an extension of the Epsom FC brand.

Official accounts, pages, groups, etc must be approved by the Epsom FC Committee with the Communications Coordinator having responsibility and access to all official social media.

POLICY GUIDELINES

You must adhere to the following guidelines when using social media related to Epsom FC or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation:

- Use common sense - Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.
- Do not bring the Epsom FC brand into disrepute
- Abide by all platforms minimum age for account holders by not interacting on social media with any Epsom FC members who are or may be under minimum age
- Protect your personal privacy - When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.
- Be honest and respectful - Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. Epsom FC recommends erring on the side of caution – if in doubt, do not post or upload.
- Respect confidentiality and privacy - When using social media, you must maintain the privacy of Epsom FC's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Epsom FC. Remember, if you are online, you are on the record—much of the content posted online is public and searchable.
- Discrimination, sexual harassment and bullying - The public in general, and Epsom FC's members, supporters and players, reflect a diverse set of customs, values and points of view. You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

POLICY BREACHES

If you notice inappropriate or unlawful content online relating to Epsom FC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the Epsom FC Committee. Where possible provide evidence which may take the form of screenshots or saved content.

Alleged breaches of this social media policy may be investigated according to Epsom FC's relevant dispute and complaint policies. Where it is considered necessary, Epsom FC may report a breach of this social media policy to police.

Members of Epsom FC who breach this policy may face disciplinary action up to and including termination of membership in accordance with Epsom FC's Member Protection Policy or any other relevant policy.

PROCEDURES

Relevant to this policy are our other documents relating to member protection, access and equity, anti-bullying, child safety, racial vilification, equal opportunity and grievance policies and procedures.

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