



**Blisworth Football Club Trading Limited**

(Registered Charity No. 1198290)

Courteenhall Road, Blisworth. NN7 3DD

## **Social Media Policy**

Social media is the term given to web-based tools and applications which enable users to create and share content (through words, images and video), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media platforms include Facebook, X (formerly known as Twitter), LinkedIn and Instagram.

The Blisworth Football Club Trading Limited Committee encourages the responsible use of social media and recognises it is essential to the success of communicating their work. While we encourage the use of social media, we have certain standards as outlined in this policy, which we require everyone to observe.

This policy aims to:

- Give guidelines on what can be said about Blisworth Football Club Trading Limited and its trustees, committee members, volunteers and users;
- Give guidelines on how social media should be used to support the delivery and promotion of Blisworth Football Club Trading Limited;
- Comply with relevant legislation and protect all users. This includes what you need to be aware of when interacting in these spaces and is designed to help and support our official social media channels, while protecting the charity and its reputation;
- Protect Blisworth Football Club Trading Limited against liability for the actions of trustees, committee members, volunteers and users.

At the point of adopting this policy, Blisworth Football Club Trading Limited use the following social media channels: **Facebook, X (formerly known as Twitter) and Instagram**. These accounts are used to share news with followers and to encourage people to become involved in our work, as well as utilising the facilities we provide.

The Secretary (**Gary Edwards**) is responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, speak to the Gary Edwards.

**Date of policy: May 2025**

**Date of review: May 2026**

## Introduction

Blisworth Football Club Trading Limited Committee recognises that the Internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our work. This policy not only aims to protect all trustees, committee members, volunteers and users, it also encourages good judgement and common sense. Inappropriate use of social media can pose risks to our confidential and proprietary information, as well as our reputation and can jeopardise our compliance with legal obligations.

## Scope and Purpose

This policy deals with the use of the social media platforms, **Facebook, X and Instagram**, and applies regardless of whether it is accessed using our IT facilities and equipment or equipment belonging to trustees, committee members, volunteers or users. If a trustee, committee member or volunteer of Blisworth Football Club Trading Limited is found to be in breach of this policy, their role may be terminated. Trustees, committee members, volunteers or users may also be required to remove Internet postings which are deemed to constitute a breach of this policy.

This policy is in line with all other policies held at Blisworth Football Club Trading Limited (Complaints and Whistle Blowing; Data Protection; Equal Opportunities; Health and Safety; Safeguarding; and Wi-Fi and acceptable use) and as such social media should never be used in a way that breaches them. Any misuse of social media or questions regarding the content or application of this policy should be reported to the Secretary, **Gary Edwards**.

Any content which raises a safeguarding concern must be reported to the Designated Safeguarding Lead (**Matt Goude**) in line with the reporting procedures outlined in the Blisworth Football Club Trading Limited Safeguarding Policy.

## Guidelines for responsible use of social media

The following provide trustees, committee members, volunteers and users with common-sense guidelines and recommendations for using social media responsibly and safely:

- **Gary Edwards** (Secretary) is responsible for setting up and managing Blisworth Football Club Trading Limited's social media accounts on **Facebook, X and Instagram**. Only they will be authorised to have access to this account as the 'administrator';
- The Secretary responds to comments Monday-Friday, 9am-5pm, and then weekends, 10am-4pm. An automatic response is automatically sent through stating that a response will be made 'as soon as possible'.
- Any post uploaded onto Facebook, X and Instagram will reflect the values and tone portrayed by Blisworth Football Club Trading Limited;

- All social media content must have a purpose and a benefit for Blisworth Football Club Trading Limited;
- Any content uploaded **must not be disparaging or defamatory** about Blisworth Football Club Trading Limited; past or present trustees; committee members; volunteers or users; suppliers or other affiliates and stakeholders;
- All content posted must be checked for its presentation, ensuring there are no typos, misspellings or grammatical errors. Always pause and think before posting, and reply to comments in a timely manner when a response is appropriate;
- Whatever is published might be available to read by anyone including Blisworth Football Club Trading Limited trustees, committee members, volunteers, users and social acquaintances for a long time and this should be kept in mind before content is posted;
- Trustees, committee members, volunteers and users are not permitted to tag any adult at risk or anyone under the age of 18;
- Refrain from offering personal opinions via the Blisworth Football Club Trading Limited's social media account on Facebook, X and Instagram, either directly by commenting or indirectly by 'liking' or 'sharing'. If you are in doubt about Blisworth Football Club Trading Limited's position on a particular issue, please speak to **Gary Edwards**;
- It is vital that Blisworth Football Club Trading Limited **does not** encourage:
  - others to risk their personal safety or that of others;
  - people to break the law to supply materials for social media;
  - people to set up other Facebook groups (or other social media channels) on behalf of the charity.
- Blisworth Football Club Trading Limited is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote. Trustees, committee members, volunteers and users who are politically active in their spare time need to be clear in separating their personal political identity from Blisworth Football Club Trading Limited, and understand and avoid potential conflicts of interest;
- If a complaint is made on Blisworth Football Club Trading Limited's Facebook Page, X Page or Instagram Page, users should seek advice from **Gary Edwards** before responding. If they are not available, then users should speak to the Trustees, **Matt Goude, Sam King, Mark Smith** or **Yvonne Barker**.