



SOCIAL MEDIA POLICY

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1. Introduction

A guide for club players, coaches and volunteers/staff on using social media to promote the work/activities of the Club and in a personal capacity.

This policy will be reviewed on an ongoing basis, at least once a year. The Club will amend this policy, following consultation, where appropriate.

1.1 What is social media?

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

1.2 Why do we use social media?

Social media is essential to the success of communicating the charity's work. It is important for some players and volunteers/staff to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of the charity's work.

1.3 Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to the charity's work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all players, coaches, volunteers/staff and trustees, and applies to content posted on both one of the charity's device and a personal device. Before engaging in work-related social media activity, everyone must read this policy.

1.4 Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of the charity, and the use of social media by staff in both a professional and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help staff support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.



1.5 Point of contact for social media

Our charity 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 club chairperson. No other staff member can post content on the charity's social media accounts without the permission of the club chairperson.

1.6 Which social media channels do we use?

Our charity uses the following social media channels:

Facebook

www.facebook.com/TigersPFC

Twitter

www.twitter.com/Tigers/PFC

Our charity has a Facebook and Twitter account which it uses to share news with supporters and to encourage people to become involved in our work.

2. Guidelines

2.1 Use of the charity's social media accounts — appropriate conduct

1. The chairperson is responsible for setting up and managing the charity's social media channels. Only those authorised to do so by the chairperson will have access to these accounts.
2. Be an ambassador for our brand.
3. Make sure that all social media content has a purpose and a benefit for the charity, and accurately reflects the charity's agreed position.
4. Bring value to our audience(s). Answer their questions, help and engage with them
5. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
6. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
7. If anyone outside of the charity wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the chairperson about this.
8. Staff shouldn't post content about supporters or service users without their express permission. If staff are sharing information about supporters, service users or third party organisations, this content should be clearly labelled so our audiences know it has not come directly from Ayrshire



Tigers. If using interviews, videos or photos that clearly identify a child or young person, staff must ensure they have the consent of a parent or guardian before using them on social media.

9. Always check facts. Staff should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.
10. Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.
11. Staff should refrain from offering personal opinions via the charity's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about the charity's position on a particular issue, please speak to the chairperson.
12. It is vital that the charity does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.
13. Staff should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.
14. Staff should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of the charity without permission. This could confuse messaging and brand awareness. By having official social media accounts in place, the charity can ensure consistency of the brand and focus on building a strong following.
15. The charity 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.
16. If a complaint is made on the charity's social media channels, staff should seek advice from the chairperson before responding. If they are not available, then staff should speak to another of the trustees.
17. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.



2.2 Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. Staff and players are expected to behave appropriately, and in ways that are consistent with the charity's values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive Ayrshire Tiger's. You must make it clear when you are speaking for yourself and not on behalf of Ayrshire Tiger's. If you are using your personal social media accounts to promote and talk about Ayrshire Tiger's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent Ayrshire Tiger's positions, policies or opinions."
2. Staff who have a personal blog or website which indicates in any way that they work at Ayrshire Tiger's should discuss any potential conflicts of interest with their line manager and the Ayrshire Tiger's. Similarly, staff who want to start blogging and wish to say that they work for Ayrshire Tiger's should discuss any potential conflicts of interest with their line manager and the Ayrshire Tiger's.
3. Those in senior management, and specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing Ayrshire Tiger's view.
4. Use common sense and good judgement. Be aware of your association with Ayrshire Tiger's and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, partners and funders.
5. The charity works with several high profile people, including politicians and major donors. Please don't approach high profile people from your personal social media accounts to ask them to support the charity, as this could hinder any potential relationships that are being managed by the club. This includes asking for retweets about the charity.
6. If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support the charity, please speak to the Ayrshire Tiger's to share the details.
7. If a staff member is contacted by the press about their social media posts that relate to Ayrshire Tiger's, they should talk to the club immediately and under no circumstances respond directly.

The charity is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing Ayrshire Tiger's, staff are expected to hold Ayrshire Tiger's position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal political identity from and understand and avoid potential conflicts of interest.

8. Never use the charity's logos or trademarks unless approved to do so. Permission to use logos should be requested from the charity trustees.



9. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully.
10. Think about your reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.
11. We encourage staff to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support the charity and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the charity trustees who will respond as appropriate.

3. Further guidelines

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether staff are posting content on social media as part of their job or in a personal capacity, they should not bring Ayrshire Tiger's into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all staff abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality

Any communications that staff make in a personal capacity must not breach confidentiality. Please refer to the club's confidentiality policy for further details.

Discrimination and harassment

Staff should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Ayrshire Tiger's social media channel or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief.
- using social media to bully another individual.

- posting images that are discriminatory or offensive or links to such content.



Lobbying Act

Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

Charities which spend more than £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, during the regulated period, need to register with the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice. During these periods, all campaigning activity will be reviewed by the club chairperson.

Use of social media in the recruitment process

Recruitment should be carried out in accordance with the club's recruitment policy, and associated procedures and guidelines. Any advertising of vacancies should be done through Volunteer Action South Ayrshire (VASA). Vacancies are shared routinely on the club facebook page and via twitter.

There should be no systematic or routine checking of candidate's online social media activities during the recruitment process, as conducting these searches might lead to a presumption that an applicant's protected characteristics, such as religious beliefs or sexual orientation, played a part in a recruitment decision. This is in line with Ayrshire Tiger's Equal Opportunities Policy.

Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook. However, if a staff member considers that a person/people is/are at risk of harm, they should report this to the club chairperson and/or secretary immediately.

Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, staff should ensure the online relationship with [charity name] follows the same rules as the offline 'real-life' relationship. Staff should ensure that young people have been made aware of the risks of communicating and sharing information online, and given guidance on security/privacy settings as necessary. Staff should also ensure that the site itself is suitable for the young person and Ayrshire Tiger's content and other content is appropriate for them. Please refer to the club's Safeguarding Policy.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Ayrshire Tiger's is not a right but an opportunity, so it must be treated seriously and with respect. For staff, breaches of policy may incur disciplinary action, depending on the severity of the issue.



Please refer to the club's constitution for further information on disciplinary procedures. Staff who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the club chairperson or secretary.

Public Interest Disclosure

A public interest disclosure is a disclosure by a worker concerning a wrongdoing on the part of their employer i.e. criminal activity or a breach of health and safety.

It is important that any fraud, misconduct or wrongdoing by anyone working on behalf of the charity is reported and properly dealt with. We therefore require all individuals to raise any concerns that they may have about the conduct of others in the charity or the way in which the organisation is run. However, they must follow the club's whistleblowing policy.

Under the Public Interest Disclosure Act 1998, where a volunteer or staff member of the club releases information through social media that may be considered as a Public Interest Disclosure, the club's whistleblowing policy, must be initiated in the first instance before any further action is taken.

The whistleblowing policy sets out the way in which individuals may raise any concerns that they have and how those concerns will be dealt with.

S Niven

Stuart Niven
Chairperson

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