



Worcester City Women FC Social Media Policy 2021

WCWFC Social Media Policy has been created to provide guidance, do's and don'ts, and most importantly, best practice for using social media networks that can be, in any way, linked to the club. When creating any social media content that can be linked to the club, both directly and indirectly, you should refer to this policy.

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1. Social Media Networks

1.1

What Is 'Social Media'?

Most of us use social media in our daily lives, often including personal and business accounts. When referring to social media in this policy, it includes, but is not limited to, the following platforms:

- Facebook
- Twitter
- Instagram
- Snapchat
- WhatsApp
- LinkedIn
- Clubhouse
- Pinterest
- YouTube
- Reddit
- Quora

1.2

Social Media and The Club

Social media, both official and non-official, is the out-facing image of the club online. This means that all social media posts that can be linked either directly, or indirectly, to the club should reflect the club's values. These can be found on the club website at <https://www.wcwfc.co.uk/the-club> and in Section 5 of this document.



2. Be Safe and Be Prepared

2.1

How to Stay Safe on Social Media

There are many ways to protect yourself, and your identity online. Most social media networks offer privacy settings which often include the ability to limit who can see your posts, and who can add you as a friend/follower/contact. For anyone using social media for personal use, these settings should be taken advantage of to protect your online presence.

3. Dos and Don'ts

3.1

How Your Online Presence Is Linked to The Club

It may be easy to assume that an account with all privacy settings activated, cannot be linked to the club. This is untrue. Although a private account may limit who can see the content posted, it is not exempt from being linked to the Club. Things that can link your social media presence to the include; the use of the Club name in your account/biography, photos of yourself, or others in Club-branded clothing including match day and training kit, tagging the official Club social media in posts, and posting about Club-related content such as fixtures, results, and training. It is important to remember that as a player, or club official, your full name will be available on the Club website. This means that even if you don't have anything linking your personal account to the Club, any social media account including your name can be linked with WCWFC.

3.2

When Posting About The Club

Remember that anything you post online can be seen by anyone. This includes your opposition, club officials, match officials, and the Football Association. This means that anything you post online should reflect the Club values, and be appropriate to be viewed by anyone. It is important to remember that any comments about the Club, including comments on other people's posts, can be linked back to yourself, and the Club. It is important to remember this when posting on any personal account. The FA has previously charged people for comments on social media, do not expect to be an exception.



3.3

Dos and Don'ts

There are a number of things to bear in mind when posting on an account that can be linked to the Club. We would encourage you to refrain from posting about things that could negatively impact your own online presence, and that of the Club. Anything posted from a social media account should be legal, including those laws governing defamation, discrimination, harassment, fair use, and copyright. It is also important to show respect, and ask for permission if posting about other members of the Club - this includes both players and staff. If you have any concerns about if your content is appropriate, please don't hesitate to contact either Nicole, or Meagan, to discuss it.

3.4

Pictures and Images on Social Media

Pictures are often used on social media platforms and can sometimes be a cause for concern. As stated in Section 3.1, it is important to be aware that the pictures you post, especially if in branded kit, can and will be linked to the club. Please make sure that any personal photography is appropriate, for example, make sure to avoid any defamatory gestures in images. If there are other members of the club visible in the photograph, please ensure you have received permission to post any images on social media including them. It is also best practice to avoid posting any images of Under 18s on social media unless permission has been received from the parent/guardian.

3.5

The Club Logo and Branding

Please do not create any content for social media platforms using the Club logo unless express permission has been sought.

4. Under 18s

4.1

Under 18s and Social Media

It is important to consider the following advice from the FA regarding under 18s and social media.



Unless a child/young person is a direct relation, the coaches, managers, referees, medics and club officials should not:

- accept as a friend, players or referees U18 on social networking sites they are members of or share their own personal social networking sites with children or young people involved in youth football
- make contact with children or young people known through football outside of the football context on social networking sites
- use internet or web based communications to send personal messages of a non football nature to a child or young person
- engage in any personal communications, 'banter' or comments.

Although this is aimed at club officials, as a player, it is also best practice to follow these guidelines.

5. Official Club Social Media

5.1

Our official club social media is available in Section 5.2. These social media accounts are managed by the club. These are the only official accounts for Worcester City Women FC. If you would like to provide content for these accounts, please contact either Nicole, or Meagan.

5.2

The official club social media accounts are as follows:

Facebook: <https://www.facebook.com/WCFCWomen> / @WCFCWomen

Twitter: <https://twitter.com/WCFCWomen> / @WCFCWomen

Instagram: <https://www.instagram.com/worcestercityfcwomen/> / @worcestercityfcwomen

YouTube: <https://www.youtube.com/channel/UCQJSfDNaZkdi-0Dtwwu5Fqw> / Worcester City Women FC

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