

AFC Oldham (2005)
Social Media and E-Safety Policy

Social media definition

Social media is an interactive online media that allows users to communicate instantly with each other or to share data in a public forum. It includes social and business networking websites such as Facebook, MySpace, Bebo, Twitter and LinkedIn. Social media also covers video and image sharing websites such as YouTube and Flickr, as well as personal weblogs (“blogs”). This is a constantly changing area with new websites being launched on a regular basis and therefore this list is not exhaustive.

This policy applies in relation to any social media that volunteers may use.

Volunteers and Club Officials may be asked to contribute to the Clubs own social media activities, for example by writing blogs or newsfeeds or managing a Facebook account or running an official Twitter or LinkedIn account for the Club. All members must be aware at all times that, while contributing to the Club’s social media activities, they are representing AFC Oldham (2005).

Clubs social media activities

Where Volunteers are authorised to contribute to the Club’s own social media activities as part of their role, for example for marketing, promotional and recruitment purposes, they must adhere to the following rules:

- Use the same safeguards as they would with any other type of communication about the club that is in the public arena.
- Ensure that any communication has a purpose and a benefit for the club.
- Obtain permission from their the Committee before embarking on a public campaign using social media.
- Request a Committee member to check and approve content before it is published online.
- Follow any additional guidelines given by the Club from time to time.

The social media rules set out below also apply as appropriate.

Social media rules

The Club recognises that many volunteers make use of social media in a personal capacity. While they are not acting on behalf of the Club in these circumstances, volunteers must be aware that they can still cause damage to the Club if they are recognised online as being one of its volunteers. Therefore, it is important that the Club has strict social media rules in place to protect its position.

When logging on to and using social media websites and blogs at any time, including personal use on non-Club computers volunteers must not:

- Other than in relation to the Club’s own social media activities or other than where expressly permitted by the Club for business networking websites such as LinkedIn, publicly identify themselves as working for the Club, make reference to the Club or provide information from which others can ascertain the name of the Club.
- Other than in relation to the Club’s own social media activities or other than where expressly permitted by the Club for business networking websites such as LinkedIn, write about their work for the Club – and, in postings that could be linked to the Club, they must also ensure that any personal views expressed are clearly stated to be theirs alone and do not represent those of the Club.
- Conduct themselves in a way that is potentially detrimental to the Club or brings the Club or its volunteers, clients, customers, contractors or suppliers into disrepute, for example by posting images or video clips that are inappropriate or links to inappropriate website content.
- Other than in relation to the Club’s own social media activities or other than where expressly permitted by the Club for business networking websites such as LinkedIn, use their work e-mail address when registering on such sites or provide any link to the Club’s website.
- Allow their interaction on these websites or blogs to damage working relationships with or between volunteers and clients, customers, contractors or suppliers of the Club, for example by criticising or arguing with such persons.
- Include personal information or data about the Club’s volunteers, clients, customers, contractors or suppliers without their express consent (an volunteer may still be liable even if volunteers, clients, customers, contractors or suppliers are not expressly named in the websites or blogs as long as the Club reasonably believes they are identifiable) – this could constitute a breach of the Data Protection legislation which is a criminal offence.
- Make any derogatory, offensive, adverse, discriminatory, untrue, negative, critical or defamatory comments about the Club, its volunteers, clients, customers, contractors or suppliers, or any comments which might reasonably be considered to insult, damage or impugn the Club’s or their reputation or character (an volunteer may still be liable even if the Club, its volunteers, clients, customers, contractors or suppliers are not expressly named in the websites or blogs as long as the Club reasonably believes they are identifiable).
- Make any comments about the Club’s volunteers that could constitute unlawful discrimination, harassment or cyber-bullying contrary to the Equality Act 2010 or post any images or video clips that are discriminatory or which may constitute unlawful harassment or cyber-bullying – volunteers can be personally liable for their actions under the legislation.

- Disclose any trade secrets or confidential, proprietary or sensitive information belonging to the Club, its volunteers, clients, customers, contractors or suppliers or any information which could be used by one or more of the Club's competitors, for example information about the Club's work, its products and services, technical developments, deals that it is doing, future business plans and volunteer morale.
- Breach copyright or any other proprietary interest belonging to the Club, for example, using someone else's images or written content without permission or failing to give acknowledgement where permission has been given to reproduce particular work – if volunteers wish to post images, photographs or videos of their work colleagues or clients, customers, contractors or suppliers on their online profile, they should first obtain the other party's express permission to do so.

Volunteers must remove any offending content immediately if they are asked to do so by the Club.

Volunteers should remember that social media websites are a public forum, even if they have set their account privacy settings at a restricted access or "friends only" level, and therefore they should not assume that their entries on any website will remain private or confidential.

Volunteers must also be security conscious when using social media websites and should take appropriate steps to protect themselves from identity theft, for example by setting their privacy settings at a high level and restricting the amount of personal information they give out, such as date and place of birth, schools attended, family names and favourite football team. This information may form the basis of security questions and/or passwords on other websites, such as online banking.

Should volunteers observe inaccurate information about the Club on any web sources of information, they should report this to their line manager in the first instance.

Some guidance has been summarised below on what is and is not appropriate when using social media;

Appropriate:

- Set your privacy settings for any social networking site.
- Ensure any technological equipment, (including your mobile phone) is password/PIN protected.
- Use professional online accounts/identities if you wish to have online contact with service users, their families and other professionals.
- Make sure that all publicly available information about you is accurate and appropriate.
- Remember online conversations may be referred to as 'chat' but they are written documents and should be always be treated as such.
- Make sure that you know the consequences of misuse of digital equipment.
- If you are unsure who can view online material, assume it is public. Remember – once information is online you have relinquished control.
- Switch off Bluetooth.
- When you receive any new equipment (personal or private) make sure that you know what features it has and take appropriate action to disable/protect it.

Inappropriate

- Give your personal information to service users - young people, their parents/carers. This includes mobile phone numbers, social networking accounts, personal website/blog URLs, online image storage sites, passwords etc.
- Use your personal mobile phone to communicate with service users. This includes phone calls, texts, emails, social networking sites etc.
- Use the internet or web-based communication to send personal messages to young people.
- Share your personal details with service users on a social network site.
- Add/allow a service user to join your contacts/friends list on personal social networking profiles.
- Use your own digital camera/video for work. This includes integral cameras on mobile phones.
- Play online games with service users.

Social media references

Where volunteers (or ex-volunteers) have set up personal profiles on business networking websites such as LinkedIn, these websites may include the facility for the user to request their contacts or other users to provide them with open recommendations, endorsements or references which are then published on their personal profile web pages for other contacts or connections, or prospective contacts or connections, to read. As these could potentially be construed as open references given on behalf of the Club, volunteers are prohibited from providing these types of recommendations, endorsements or references online to or for the benefit of other volunteers or ex-volunteers without the prior permission of their line manager.

If these types of recommendations, endorsements or references are requested online by clients, customers, contractors, suppliers or other Club-related business connections, volunteers should refer such requests to their line managers.

Social media monitoring

The Club reserves the right to monitor volunteers' use of social media on the internet. The purposes for such monitoring are to:

- Promote productivity and efficiency.
- Ensure the security of the system and its effective operation.
- Ensure that all volunteers are being treated with respect and dignity at work, by discovering and eliminating any material that is capable of amounting to harassment contrary to the Equality Act 2010.
- Ensure there is no breach of commercial confidentiality.

Use of Images

Please ensure the subsequent guidance is followed at all times when using images;

- Photographs that include young people are selected carefully and will not enable individuals to be clearly identified without parental consent.
- Young people's full names will not be used anywhere on the website, particularly in association with photograph unless given permission.
- Written permission from parents or carers for the use of photographs on the website is requested as part of the annual data collection process.

Contravention of this policy

Failure to comply with any of the requirements of this policy is a disciplinary offence and may result in disciplinary action being taken under the Club's disciplinary procedure. Depending on the seriousness of the offence, it may amount to gross misconduct and could result in the volunteer's summary dismissal.

The Club will process the personal data collected in connection with the operation of the social media policy in accordance with its data protection policy and any internal privacy notices in force at the relevant time. Inappropriate access or disclosure of personal data will constitute a data breach and should be reported immediately to the Club's Data Protection Officer [Data representative] in accordance with the Club's data protection policy. Reported data breaches will be investigated and may lead to sanctions under the Club's disciplinary procedure.