



Royston Town Football Club

(Founded in 1875)



ACCREDITED
PART OF ENGLAND FOOTBALL

Ground: Garden Walk, Royston, Herts SG8 7HP **Tel:** 01763 241204

Web: www.roystontownfc.co.uk

Colours: White Shirts, Black Shorts, White Socks

ROYSTON TOWN FOOTBALL CLUB SOCIAL MEDIA POLICY

ROYSTON TOWN FC thrives on positive publicity generated by social media, and it uses this tool itself to promote its activities and to communicate with supporters and stakeholders. Accordingly, Royston Town FC entrusts its officers and volunteers to use social media wisely and consider the reputational impact on its name through any mis-use of social media. Similarly, ROYSTON TOWN FC has a reasonable expectation of supporters, including those who write about ROYSTON TOWN FC in an unofficial capacity, to behave responsibly when using social media.

OVERVIEW

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a public-facing organisation, ROYSTON TOWN FC recognises the benefits of social media as an important tool of engagement, communication and marketing to our customers and supporters.

It is important that the reputation of ROYSTON TOWN FC, as well as its sponsors and partners, is not tarnished or damaged in any way by anyone using social media tools inappropriately, particularly in relation to any content that directly references ROYSTON TOWN FC.

When someone clearly identifies their association with ROYSTON TOWN FC, or can easily be associated with ROYSTON TOWN FC, in this type of open forum, ROYSTON TOWN FC expects them to behave and express themselves responsibly and in a manner that complies with this policy. The purpose of this policy is to provide some guiding principles for associates of ROYSTON TOWN FC (Associates)* to follow when using social media.

***"Associates" for the purpose of this policy means: Directors, Team Management, Players, Staff and Volunteers as well as officers of all affiliated sections (e.g. Royston Town FC in the Community, Royston Town Reserves, Royston Town U18, Royston Town Womens)*

President: Alan Barlow, Tel: 07966 296614
Secretary: Terry McKinnell, Tel: 07772 086709

Chairman: Steve Jackson, Tel: 07850 383483
Treasurer: Jeff Gill, Tel: 07736 389388

ROYSTON TOWN FOOTBALL CLUB is a Private Company
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SCOPE

This policy applies to all Associates and covers all forms of social media.

For the purpose of this policy, social media includes, but is not limited to, activities such as:

- Maintaining a profile page on social networking sites (such as Facebook, Twitter, Instagram, Linked-In etc);
- Content sharing including using sites such as Flickr (photo sharing) and YouTube (video sharing);
- Commenting on blogs/forums for personal or business reasons;
- Leaving product or service reviews on retailer sites or customer review sites
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards); and
- Editing a Wikipedia page.

The intent of this policy is to cover anything posted online where information is shared that might refer to or otherwise affect members, sponsors, partners, customers, or supporters of ROYSTON TOWN FC as an organisation and/or affect the respective reputations of ROYSTON TOWN FC, the National League or the Football Association and all competitions associated with or run by them.

GUIDING PRINCIPLES

The web is not anonymous. Associates should assume that everything they write online, especially in open forums, can be traced back to them. It is essential therefore that Associates at all times consider their connection with ROYSTON TOWN FC carefully, in particular their role as a representative of ROYSTON TOWN FC, when using social media. These guidelines are in place to ensure that the intellectual property and reputation of ROYSTON TOWN FC and its affiliated associations is not compromised and that the organisation itself is not brought into disrepute.

Usage

For all Associates using social media, such use:

- Must not contain libellous, defamatory, abusive or otherwise offensive content;
- Must not amount to the harassment of anyone;
- Must refrain from publishing derogatory comments about other football clubs, players or match officials [and any controversial subjects];

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- Must not comment on, or publish ROYSTON TOWN FC information that is in any way confidential or otherwise commercially sensitive;
- Must not bring ROYSTON TOWN FC or the sport and any associated governing bodies into disrepute;
- Must not be directly linked with any players aged 18 or under from a personal social networking account; and
- Must not otherwise be in breach of this policy

OFFICIAL ROYSTON TOWN FC BLOGS, SOCIAL PAGES AND ONLINE FORUMS

When creating a new website, social networking page or forum that is in any way or can in any way judged to be associated with Royston Town FC, great care should be taken to ensure the appropriate person has first obtained written permission from ROYSTON TOWN FC to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of ROYSTON TOWN FC logos and images.

Images of children may not be replicated on any site without the permission of the child's parents or legal guardian.

For official Royston Town FC blogs, social pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content;
- Associates must not use official Royston Town FC pages to promote personal projects;
- All materials published or used must have the prior permission of and expressly acknowledge the copyright of third parties;
- If a blogger or any other online participant posts an inaccurate or negative comment about Royston Town FC or anyone associated with Royston Town FC, do not respond to the post and inform marketing@roystontownfc.co.uk for guidance/advice.

CONSIDERATION OF OTHERS

Social media allows photographs, videos and comments to be shared with thousands of other users. Associates must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at private ROYSTON TOWN FC functions will not appear publicly or on the internet. Therefore, Associates must not post information they have been asked not to post or where prior consent has not been obtained. Furthermore, they must remove information about another person if they have been asked to do so.

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Under no circumstances should offensive comments be made online about ROYSTON TOWN FC, its staff or any affiliated partners or sponsors of ROYSTON TOWN FC.

BREACH OF POLICY

ROYSTON TOWN FC will continually monitor online activity relating to it and / or the sport in general. Detected breaches of this policy should be reported to ROYSTON TOWN FC. If detected, a breach of this policy may result in disciplinary action being taken by ROYSTON TOWN FC, including without limitation a verbal or written warning or, in serious cases, termination of the perpetrator's association with ROYSTON TOWN FC.

CONSULTATION OR ADVICE

This policy has been developed to provide guidance for Associates' use of social media. If you are unsure of your rights, liabilities or actions online and want to seek clarification please contact marketing@roystontownfc.co.uk

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