



**Shrewsbury Up & Comers
Football Club**



Social Media and use of photographic images

- Club Guidelines -

**Guidance for Coaches, Parents,
Players and all those associated with
the club.**



Shrewsbury Up & Comers Football Club



The use of social media sites such as Facebook, Twitter, Linkd-in and Instagram are becoming increasingly popular methods of communication for the club, managers, coaches, parents and even some players.



The Club recognises the importance of social media and supports its use in a responsible manner. We are committed to work within the guidelines set out in the Codes of Practice published the FA.

The correct and considerate use of such sites can be an effective and efficient way to communicate with our players, parents and even members of the public due to the speed of communication and the ability to reach a wide target audience.

Everyone involved in the club must also recognise that the responsibility to safeguard our players and opponents exists both on and off the field of play. Coaches, club officials, volunteers and those associated with the club must act responsibly both on and off the field and this includes the use of electronic communications. Therefore any comments, posts or images published must be done as to ensure the safeguarding of our players and opponents.

We must also be mindful that posts which may contain any negative or defamatory comments have the ability to be seen very quickly by many, which may pose a risk to the reputation and credibility of the club as well as the safeguarding of players and/or opponents.

Shrewsbury Up and Comers therefore require all those associated with the club to adhere to the following principles in relation to the use of social media and other electronic forms of communication that could be directly or indirectly associated with the club.

- 1. Ensure all group or Team Facebook pages are CLOSED groups.**
- 2. Always be respectful and courteous regarding the content of your posts/comments. Details of scores and opponents names MUST not be posted in the public domain.**
- 3. Do not publish comments about other clubs, players or referees and any controversial or potentially inflammatory subjects.**
- 4. Do not post photos or names of players, including opponents, without gaining prior agreement from the relevant parents/managers. Some children may not be able to be identified on social media for safeguarding reasons. Note the Photographic Consent Form is part of the Club Registration Form**
- 5. Don't use hostile or harassing communications in any posts or other online communications.**



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6. If any online participant posts an inaccurate or negative comment about the club or anyone associated with the club, do not respond to the post and contact the relevant member of the club for guidance/advice.

7. Don't publish player profiles with pictures and detailed personal information at any time

8. Don't allow images to be recorded in changing rooms, showers or toilets – this includes the use of mobile phones that record images.

Any concerns regarding the use or content of social media, including emails and websites, by a member or associate of the club should be addressed in the first instance, where possible, with the individual making the comment/post. If for any reason this is not deemed suitable, please contact one of the following for further advice:

Email the Club on upandcomersfc@gmail.com

Secretary: Nicki Powell, 1 Lovat Close, Telford Estate, Shrewsbury SY2 5XE
Tel: 07974976271, E-mail nicki.2901@yahoo.co.uk

Chairman: Simon Lee, 1 Drake Close, Herons Reach, Shrewsbury, SY2 5HW
Tel: 01743 355807, Mobile: 07815361511 E-mail sj.lee@suez.com

Club Welfare Officer: Jenna Dyfnallt, Tel 07496 204578,
Email: cwoupandcomers@gmail.com

Please remember that the safeguarding of players and opponents is paramount when using social media!

Any persons associated with the club, who breaches these guidelines will be contacted by the club and asked to remove anything that is deemed inflammatory to an individual or the club, or where there is a safeguarding concern. Where there are repeat concerns or the concern is of a serious nature, the person may be requested to no longer be associated with club.

Safeguarding concerns of a serious nature may also be referred to the police or FA as appropriate.

For more information on this subject refer to the FA guidance on Best Practice in relation to Social Networks and the use of Photography and film. These can be found on www.TheFa.com or can be requested from the Club.