



Treaty United Social Media Policy 2020

This document is provided not as an obstacle but a policy that will help Treaty United promote the football club and football in general. Our social media policy will provide those associated with the football club guidance on procedures that will support and underpin the use of social media. This policy will help protect Treaty United's online reputation and encourage those associated with the football club to get involved in sharing information about the club in their online networks.

Terms of Policy:

Ensure the club is operating in line with FAI policy -

<https://www.fai.ie/sites/default/files/atoms/files/FAI%20Social%20Media%20Policy.pdf>

Understand the safety aspects including what is accepted and what is not accepted when communicating using digital technology.

Ensure when Treaty United engages in social media activity that all relevant legislation and good practice guidelines are followed.

Identify the risks and challenges the internet brings. Promote online safety and vigilance.

Applicable:

This policy is applicable to all individuals working, playing and volunteering within Treaty United.

Data protection laws protect Treaty United where any individual, player or volunteer's use of social networking sites causes damage to the football club's reputation, or leads to the release of confidential information .



Social Media definition:

Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. Users engage with social media via computer, tablet or smartphone via web-based software or web application, often utilizing it for messaging.

Types of Social Media.

- Social networking sites. Most of us are familiar with social networking sites like Facebook, Twitter, and LinkedIn. ...
- Social review sites. What's one of the first things you do when planning a trip or buying a new product? ...
- Image sharing sites. ...
- Video hosting sites. ...
- Community blogs. ...
- Discussion sites. ...
- Sharing economy networks

Social Media most commonly used: Facebook, Twitter, Snapchat, Instagram, Viber, Skype, Whatsapp, Tiktok and many more.

Personal Use:

Treaty United fully recognises, respects and acknowledges each individual's right to use social media.

It is important to understand misuse or abuse of social and digital media can cause significant injury to third parties and can also impact negatively on the credibility of the Football Club. Treaty United recommends when using your own social media:

- Respecting others views and opinions, refrain from public disagreement online.
- Act professionally at all times.
- Do not share confidential information about the football club online.
- Do not engage with trolls or unidentified users with negative conversation.
- Never use ethnic or religious slurs, insults or negative commentaries.
- Do not share personal information about anybody involved with the club without their prior consent.
- Only share club information via verified club accounts and through authorised users.
- Be mindful of the impact your comments have on the perception of the football club.
- Be wary your comments can be used or published in the long term.
- Remarks made in the name of the football club, derogatory or threatening on social media may result in legal or criminal action being taken.

~ If you refer to Treaty United in any of your social media biographies please remember you are publicly connecting yourself to the football club.



Children and Vulnerable Persons

Treaty United intention is to safeguard children and vulnerable persons involved with the football club. Treaty United like all football clubs will be engaged in social media in an effort to promote the club and reach the widest audience possible.

Treaty United fully recognises the responsibility and need to safeguard on and off the pitch. We will ensure our coaches, officials and those in positions of responsibility ensure they communicate responsibly on social media.

The following guidance will keep our children and vulnerable persons safe and ensure respect.

- Communications will be explicitly for use by authorised Treaty United members, parents, carers and will concentrate only on football matters like football matches, meeting times, cancellations, team matters. Personal communication will be prohibited.
- Treaty United will appoint a member that will oversee content on social media.
- Treaty United will appoint a member to safely deal with any communications issues, for example if a child/vulnerable person or an adult or carer has an issue with a communication this will be dealt with in a swift manner by the appointed member.

The Board have agreed that the following practices should be followed for all teams:

- Before signing for the club it will be explained to parents/carers and players, the purpose and method for coaches, officials and other volunteers to communicate with players and their parents/carers.
- Communication will always occur with the parent/carers. All coaches will be required to complete a form specifying who is included in the communications group. This will be maintained by the club and changed accordingly.
- Ensure texts or emails are only in relation to specific football activities e.g. informing young people about changes in match arrangements, training times or venue changes etc.



Filming and Photography

This guidance should be used to minimise risks for all players at the football club during football activities.

Definitions

Football Club Activities: may include competition, training session, social function or any activity organised at any level of Treaty United

Image: refers to all photographic and film/video footage.

Treaty United acknowledges there are many risks when posting personal information. Our intention is when posting images or filming that the individual is protected.

The board have agreed the following actions

- At the start of each season the consent of every player is obtained before any filming or photography takes place.
- Any accompanying information in photographs or filming fully protects the player and their safety.
- The club will ensure an official club photographer or videographer and occasional third parties will be Garda vetted and has completed the approved safeguarding basic awareness course.
- If any player or club volunteer is under a court order or under the care of TUSLA or the HSE we will not place their image in the public domain.
- Photographs and filming must be approved before circulation by the club on verified club media.
- Camera phones, recording equipment will be strictly prohibited from shower and changing room facilities.
- Treaty United will issue reminders at club venues that recording and filming is strictly prohibited unless authorised by the club in advance.
- Unsupervised access to children for photo sessions is strictly prohibited.