



HOLYWELL TOWN FOOTBALL CLUB

MEDIA POLICY

2019/20 Season

Registered Office: Halkyn Road, Holywell, Flintshire, CH8 7TZ

Company Limited by Guarantee Registration Number: 7479803

SENIOR CLUB MEDIA TEAM

Media Officer: Chloe Smith, E: chloe@holywelltownfc.co.uk

Club Secretary: Steve Roberts, T: 07843574743

Club Photographer: Lee Douglas

1. Purpose of policy

This policy is intended to help club members of Holywell Town Football Club (hereafter referred to as HTFC) make appropriate decisions about the use of all media channels (e.g. such as Twitter, Facebook, Google+ and LinkedIn, club website, COMET).

This policy outlines the standards HTFC requires club members to observe when using social media, the circumstances in which HTFC will monitor your use of social media and the action that will be taken in respect of breaches of this policy. The principles of this policy apply to use of social media regardless of the method used to access it - it covers static and mobile IT/computer equipment, as well as work and/or personal smartphones etc.

2. Who is covered by the policy

This policy covers all individuals at all levels, including senior management teams, employees, consultants, contractors, trainees, homeworkers, part-time and fixed-term employees, players, casual and agency staff and volunteers of the club.

3. Social Media Definition

Online, electronic, or Internet media, tools, communities, and spaces for social interaction, sharing user generated content, or public or semi-public communication. Social media typically uses web-based technologies to turn communication into interactive dialogues. Social media can take many different forms, including internet forums, press releases, blogs & microblogs, online profiles, wikis, podcasts, pictures and video, email, text, instant messaging, music- sharing, and chat, to name just a few. Examples of social media include but are not limited to the following: LinkedIn, Facebook, Instagram, Wikipedia, YouTube, Twitter, Pinterest, and blogs.

4. Why use media channels?

Media channels enable us to attract new stakeholders, recruit players and club members, promote events, and seek market intelligence regarded key club services.

5. Responsibility for implementation of the policy

The Media Officer has overall responsibility for the effective operation of this policy.

All club members are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All club members should ensure that they take the time to read and understand it. Any breach of this policy should be reported to the Media Officer.

Questions regarding the content or application of this policy should be directed to the Media Officer.

6. Official HTFC Media Output

Only the Media Officer/team is/are permitted to post material across all official social HTFC media channels, in the club's name. Anyone who breaches this restriction will face the clubs disciplinary procedure.

Approved media channels for HTFC are:

- www.holywelltownfc.co.uk
- Facebook- Holywell Town F.C.
- Twitter- @HolywellTownFC

This list may be updated by the Media Officer, and in accordance with requirements set by the Board of Directors/FAW.

Before publishing and administrating content across club-related media channels you must:

- have read and understood this policy, HTFC code of conduct; and
- have sought and gained prior written approval to do so from the Media Officer.

The roles and functions which will be needed moving forward have been identified as follows:

- Updating the club's website and social media channels, in accordance with discussed media strategy, including; live match updates (team news, goal scorers)
- Gathering and producing relevant content regarding; post-match interviews, networking events, community outreach etc.
- Gathering all information for the match programme.
- Promoting club events, corporate statements, and press releases across media channels.
- Liaising with the local media and General Manager for Press Interviews.

7. Associated Media Output

From a legal perspective, all club members including players, volunteers, coaching staff etc. are responsible for their personal media output. Club members must ensure they follow copyright rules and any other relevant media laws.

Regarding HTFC's content, it is suggested that club members share or link to content published from official HTFC sources [see 6: Official HTFC Media Output] across personal media channels, to avoid misinformation or the defacement of the individual.

Club members must always be mindful of your media contributions and what you disclose about the club. For further details, see Point 8, 'General rules for media channel use' below.

It is advisable that club members include the suggested disclaimer on any personal media used to share or publish content that may be associated with HTFC.

- "The views shared are mine alone, and do not reflect the views of my employer or HTFC club".

Club members who share or publish any media content that may be associated with HTFC must comply with our policies including the Equal Opportunities Policy, Anti-Harassment Policy, Data Protection Policy and Disciplinary Procedure.

8. General rules for media channel use

Whenever you are permitted to use media channels in accordance with this policy, you must adhere to the following general rules. The same rules would also apply for associated media output associated with HTFC:

- Do not post or forward a link to any abusive, discriminatory, harassing, derogatory, defamatory or inappropriate content.
- A club member who feels that they have been harassed or bullied, or are offended by material posted by a colleague onto HTFC media should inform Chloe Smith (Media Officer) or Phil Smith (General Manager).
- Never disclose commercially sensitive, anti-competitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, individuals should discuss this with the Media Officer or Safeguarding Officer.
- Do not post material in breach of copyright or other intellectual property rights.
- Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of the company.
- You are personally responsible for content you publish – be aware that it will be public for many years.

- When using media channels for personal use, use a disclaimer. Be aware though that even if you make it clear that your views on such topics do not represent those of the club, your comments could still damage the clubs reputation.
- Club members should avoid communications that might be misconstrued in a way that could damage the clubs reputation, even indirectly.
- Do not post anything that colleagues or our fans, clients, business partners, suppliers or vendors would find offensive, insulting, obscene and/or discriminatory.
- If you have disclosed your affiliation as a club member, you must ensure that your profile and any content you post are consistent with the professional image you present as a club member.

9. Email Policy

It is the responsibility of the originator of a message to ensure that the recipient(s) can open and read any attachments. Where doubt exists, paper copies of documents should be sent.

Using email for the receipt or distribution of jokes and banter is forbidden.

Users must not:

- Solicit emails that are unrelated to football activities;
- Solicit football for personal gain or profit;
- Use emails for any illegal purpose;
- Represent personal opinions as being those of the football club.
- Make or transmit indecent or offensive remarks, proposals, or materials.

Be aware you are representing Holywell Town FC, when sending email.

10. Cyber Bullying

Sites should never be used to transmit abuse or detrimental comments (*commonly known as cyber bullying*) regarding fellow Coaches, visitors, or indeed any person in any way connected with Holywell Town FC (as a whole) .

The privacy and feelings of others should be respected at all times. Club members should obtain permission from individuals before posting contact details, links, or pictures. ***Photographs, images or pictures of children under our care must never be taken or posted, without the signed permission of their Parent/Carer.*** Care should be taken to avoid the use of language which could be deemed as offensive by others.

11. Monitoring use of media channels

Club members should be aware that any use of media websites (whether or not accessed for club purposes) may be monitored and, where breaches of this policy are found, action may be taken under the clubs Disciplinary Procedure. Monitoring is only carried out to the extent permitted or as required by law and as necessary and justifiable for club purposes.

Misuse of media channels can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and the club.

If you notice any use of media channels by other club members in breach of this policy please report it to the Media Officer or General Manager.

Where it is believed that a club member has failed to comply with this policy, they will face the clubs disciplinary procedure. If the individual is found to have breached the policy, they will face a disciplinary penalty ranging from a verbal warning to dismissal.

The penalty applied will depend on factors such as the seriousness of the breach; the nature of the content; the impact it has had on the club or the individual concerned; whether the comments cause problems given the club member's role; whether the club can be identified by the content; other mitigating factors such as the club member's disciplinary record etc. Remember the same test of reasonableness applies when dismissing for improper use of media channels as it would for any other misconduct dismissal.

12. Policy review and update

The Media Officer, in accordance with the Board of Directors requirements, has overall responsibility for the review and update of this policy at the beginning of each year or more regularly as required.

13. Agreement

All club members, volunteers, of temporary staff are required to sign an agreement confirming their understanding and acceptance of this policy.

A media agreement document will be presented to all club members, including players, coaching staff, volunteers, employees etc. within their code of conduct package.

14. Media Policy Agreement

SUMMARY

- Any misuse of media channels that has (*or could have*) a negative impact on Holywell Town FC (as a whole) will be regarded as a disciplinary offence that could ultimately result in dismissal.
- Nor should sites be used for accessing, sharing or communicating any illegal content.
- There is no attempt or intention to prohibit or even discourage club members from using social networking services or media sites. However, all club members need to be aware that Holywell Town FC (as a whole) will take seriously any occasions where the services are used inappropriately and to the detriment of our business.
- You must not at any time involve yourself in any actions or comments that might be construed as online bullying or harassment. Our policies are designed to prevent bullying and harassment in the workplace extends beyond working time, and includes cyber bullying.
- If you believe that you are, or may be, the victim of cyber bullying, do not hesitate to report the matter. Your views, wishes, and rights regarding such issues will be fully respected at all times.
- You should report any information or communication on media channels that gives you cause for concern, or appears to portray a conflict of interests.