

SOCIAL MEDIA USE POLICY

Definitions

“Trust” means Exeter City AFC Supporters’ Trust Society Limited

“FSA” means the Football Supporters’ Association

“Club” means Exeter City Football Club

“Working Group” means a sub-committee of the Trust Board responsible for a specific and significant part of the Trust’s operation.

Introduction

This document is drafted in accordance with the existing Rules adopted pursuant to a resolution of the Trust at a General Meeting held on and the Best Practice guidance issued by the FSA.

This policy is for all Trust members, employees, and volunteers.

Communication through social networking websites such as Facebook, Twitter, Instagram, LinkedIn and many others is now common practise.

The same common-sense approach applies to this form of communication, as they do to any other, in order to protect the interests and reputation of The Trust and the people who represent the organisation, work for the organisation, and our immediate colleagues.

Social Network Usage

- Do not divulge information which is confidential to the Trust, Exeter City FC, Exeter City Community Trust, or their members, partners or suppliers.
- Ensure that you do not conduct yourself in a way that is detrimental or prejudicial to the Trust, Exeter City FC, Exeter City Community Trust.
- The Trust does have a public profile, and as such can be subject to scrutiny by the media and public. This means we all need to take great care to ensure that you do not at any time use social media in a way that could in any way damage the reputation of colleagues and those we work with – it means you must behave in a way which ensures there is no negative impact on your colleagues or the people and organisations we work with and for.

- No information, contact details, images, recordings or photos obtained by you because of your position at the Trust can be used or posted in any way.
- Privacy and the reputation and feelings of others must be respected at all times. Board members, employees, and volunteers should obtain the permission of other individuals before posting contact details or photos. It is in all our interests that you must not place on a website any comment, images or information that may cause embarrassment to any colleague, individual, partner or organisation
- As at all times, great care should be taken at all times to avoid using language which could be deemed as offensive. One way of approaching this is to consider how what you were saying would be viewed if it was broadcast as an interview with you.
- It is expected that members of the Trust Board, may make comments relating to the club finances, budgets, transfer or recruitment activity. It is strongly advised that advice and guidance should be obtained from the relevant working group lead and/or Chair person, Deputy Chair person, or Trust Secretary. Comments of this nature MUST be treated sensitively and ensure that there is no negative impact on the Trust, Club or their sponsors. It is expressly prohibited for any other employees or volunteers to comment on such matters publicly
- Refrain from identifying yourself as working for a named individual when engaging in online discussions that appertain to your role as a Trust Board member, an employee or volunteer of the Trust but whilst using your personal user identity
- Employees should assume that the identity of your employer will be known, or may quickly become known, to others, and that this may well create significant interest and scrutiny. A personal conversation through social media can very quickly become very public, as is the case with any electronic communication. Unless the use or access is strictly for Trust or business purposes, you should certainly not make any posting, statement or comment that could in any way be taken as a Trust comment, and never about the business of the Trust.

Employees should be aware that blogs may create documents which the courts can order to be disclosed for use in litigation.

Disclaimer

All biographies on personal Twitter accounts or other social media accounts should state that “the views expressed are personal and not those of the Trust or the Club”

As with all our policies, any suspected breach of this policy will be treated seriously and investigated and may result in disciplinary action.

Table of Revisions

Change	By Whom	Date
Creation	Nick Hawker	21/07/2024
Approved by Trust Board		12/08/2024