

AYR UNITED FOOTBALL ACADEMY



POLICY **MEDIA PROTOCOL** **FOR** **VOLUNTEERS AND STAFF** **VERSION** **1.1**

Created
Passed by Board of Management
Last review date
Next Review dates

2014
2014
September 2016
September 2017

UPDATES

Date: 15th September 2016
Report to: Board of Ayr United Football Academy
Report from: Donald C Stewart
Purpose: To agree annual review of policy
Recommendation: No changes
Rationale: There have been no significant changes or advice nationally nor requests from staff or volunteers for changes

Introduction

With the increased use of social media to communicate and websites being used as a promotional tool it is apposite that we now have a review of how we use these tools to interact with stakeholders and the general public. We believe that, when used, consistently and appropriately any form of use of the internet can be highly powerful and positive. It is also something which when misused it can be highly devastating for the organisation as well as individuals.

Scope

This protocol has been written at a time when the Academy has: -

- A Facebook account
- A Twitter account
- A YouTube channel
- A Linked In Profile
- A website
- A newsletter
- A weekly column for the Ayr Advertiser

Whilst we are unable to predict what media may be used in the next few weeks, months or years we believe that this protocol, should be used in spirit when the technology has outgrown the protocol.

Roles

There are a number of roles within the media section of Ayr United Football Academy. The following roles and the people at date of publication are highlighted: -

Director responsible for media	
Website Coordinator	Colin Inglis
Website Support	Norman
Social Media Coordinator	Marc Roseblade
Boys Match Reports Editor	Chris Eyley
Girls Match Reports Editor/Coordinator	Lara Ingram
Boys Match reporters	
Girls Match reporters	
Reporter	Gerry Ferrara
Ayr Advertiser Reports Editor	
Ayr United Football Club Match Day Programme Editor	Marc Roseblade

Future proofing

The current protocol is designed to cover those social media outlets that are currently in vogue. We have seen Bebo and MySpace come and go. We have written this protocol to cover the outlets which we use below. It is believed that, however, any future new outlets shall be automatically covered by this protocol.

Twitter

Editor (s)	Sub editor (s)	Contributor(s)
Media Director	Social Media Coordinator Community Coordinators Girls Coordinator	Reporters
	Marc Roseblade Shaun Ferrie Gregor Kyle Stuart Watson Lara Ingram (Girls)	

To manage, and where required, approve the publishing of content	To publish content	To provide content
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Twitter is fed directly from our Facebook account so any posts on Facebook automatically appear on our Twitter account.

Where a sub group of our stakeholders needs to be contacted or a specific issue relating to a specific group requires to be communicated hashtags shall be used in Tweets published directly on Twitter by the sub editors. For example a night when training has been changed could be: -

Training moved to Belmont Academy for the under 9s #girlsacademy

Approved hashtags to be used for consistency are as follows: -

Community Projects	#aufacommunity
Girls Under 9s	#girlsacademy9
Girls under 11s	#girlsacademy11
Boys under 11s	#boysacademy11
Boys under 12s	#boysacademy12
Girls under 13s	#girlsacademy13
Boys under 13s	#boysacademy13
Girls under 15s	#girlsacademy15
Boys under 15s	#boysacademy15
Boys under 17s	#boysacademy17
Boys under 20s	#boysacademy20
Sponsorship Group	#aufasponsorship
Media Group	#aufamedia

Facebook

Editor (s)	Sub editor (s)	Contributor(s)
Media Director	Social Media Coordinator Community Coordinators Girls Coordinator Sponsorship Group Coordinator	Reporters
	Marc Roseblade Shaun Ferrie Gregor Kyle Stuart Watson Lara Ingram (Girls) Stuart Miller (Sponsorship)	
To manage, and where required, approve the publishing of content	To publish content	To provide content

Facebook feeds directly to our Twitter account so any posts on Facebook automatically appear on our Twitter account.

As the Facebook page allows for longer entries than Twitter it is used for longer messages and more in depth communications. In particular it has been used in the past to communicate effectively in a professional manner with businesses.

LinkedIn

Linked In is specifically to attempt to promote the Academy to business professionals and the wider business community. The role of each person therefore differs from those who may be in charge of the rest of the social media.

Editor (s)	Sub editor (s)	Contributor(s)
Media Director	Head of Sponsorship Committee	Reporters
	Stuart Maxwell (Sponsorship)	
To manage, and where required, approve the publishing of content	To publish content	To provide content

Instagram

The Academy Instagram account shall follow the same process as Twitter and Facebook.

Editor (s)	Sub editor (s)	Contributor(s)
Media Director	Social Media Coordinator Community Coordinators	Reporters
	Marc Roseblade Shaun Ferrie Gregor Kyle Stuart Watson	
To manage, and where required, approve the publishing of content	To publish content	To provide content

YouTube

The Academy has a YouTube channel. It shall publish videos that have the correct and proper permissions on an ad hoc basis. We also have a relationship with the internet channel Ayr TV. In a partnership between AUFA, Ayrshire College and Ayr TV content shall be shared between Ayr TV and the YouTube channel though priority shall be given to Ayr TV.

Editor (s)	Sub editor (s)	Contributor(s)
Media Director	Social Media Coordinator Community Coordinators	Video Jockeys from Ayr TV
	Marc Roseblade Shaun Ferrie Gregor Kyle Stuart Watson	
To manage, and where required, approve the publishing of content	To identify content	To provide and broadcast content

Website

The website, apart from match reporting, has three issues. Firstly posting the news items, secondly the management and maintenance of it and finally the overall look and possible changes to take account of the look of the website. Match reporting is described below. The following three processes are described.

Posting news items		
Editor (s)	Sub editor (s)	Contributor(s)
Media Director	None	Reporters
Donald C Stewart		Marc Roseblade Gerry Ferrara Roddy MacDonald

		Community Coordinators – Shaun Ferrie, Stuart Watson, Gregor Kyle
To manage, and where required, approve the publishing of content	To publish content	To provide content
Management and maintenance		
Manager (s)	Editor(s)	Contributor(s)
Media Director	Web site manager	Media Group
Donald C Stewart	Colin Inglis Norman Forsythe	Marc Roseblade Gerry Ferrara Roddy MacDonald Lara Ingram Shaun Ferrie Stuart Watson Gregor Kyle David Watson
Where required, approve changes	To advise and make changes	To provide suggestions
AUFA website		
Editor (s)	Sub editor (s)	Contributor(s)
Media Director	Web site manager	Media Group
Donald C Stewart	Colin Inglis Norman Forsythe	Marc Roseblade Gerry Ferrara Roddy MacDonald Lara Ingram Shaun Ferrie Stuart Watson Gregor Kyle David Watson
To manage and approve changes	To advise and make changes	To provide suggestions

Match reports

Both girls and boys teams play home and away on a Saturday and Sunday. At the beginning of each season we approach parents to become match reporters. They are asked to write a brief match report for the game which is then sent for editing to the match report editor. The match report editor then edits the report prior to posting it on the website. They also send the report to the Media Director who edits all the reports received timeously for sending to local news outlets. In Appendix A we have the template and advice which we send to reporters annually to help them write their match reports.

Editor (s)	Sub editor (s)	Contributor(s)
Media Director	Match Report Recruiter Match Report Editor – boys Match Report Editor – Girls	Match Reporter
Donald C Stewart	Shaun Ferrie/David Watson Chris Eyley Lara Ingram	
Supervise the content of reports Edit reports for local media	Recruitment of reporters annually and when we have gaps	To report, in the spirit of our code of conduct, each game witnessed

	To edit and publish match reports for the boys' games To edit and publish match reports for the girls' games	
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Fixture lists

Fixture lists and their upkeep are handled administratively through our Fixtures Administrator for the boys' teams and girls' coaches for the girls' teams. On a weekly basis these are emailed to coaches, staff and volunteers once arrangements have been made with opposition teams. These shall be published on the website to inform parents and other interested parties.

Editor (s)	Sub editor (s)
Web site manager	Fixtures Administrator Head of Girls
Colin Inglis Norman Forsythe	Stuart Galloway Lara Ingram
To identify and maintain appropriate software	To maintain their accuracy live on the website

Photographs

There are three types of photograph we may wish to post over a season. Firstly the group photograph for each squad which should be done as early as possible at the beginning of the season. The individual photographs should also be done at the same time to help with the player sponsorship drive. Finally there should be a bank of action shots during the course of the year taken, held and maintained for news items and publicity as required.

Editor (s)	Sub editor (s)	Contributor(s)
Media Director	Individual coaches of each squad Website managers	Photographer (s)
	Colin Inglis Norman Forsythe	
To monitor the group photographs being posted to the front page To ensure individual photographs are posted in individual pages To help maintain the bank of action photographs	To arrange the photographs be taken To help post all photographs To identify	For all our photography

Sponsorship items

There are a number of opportunities for sponsorship. At all levels we would like to ensure that people who give us support receive the proper credit. For those individuals and companies who sponsor our young players a credit is made under their individual photograph. For those companies and individuals who give more substantial sponsorship we have a proforma that allows for a photograph credit, credit on the website and a news item posted on their behalf.

Editor (s)	Sub editor (s)	Contributor(s)
Head of Sponsorship Committee	Website managers	Sponsorship committee Writers
Stewart Maxwell	Colin Inglis Norman Forsythe	

To monitor and manage the process as outlined above	To aid placing of posts and photographs	To identify and recruit sponsors To write the website news items
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