

AYR UNITED FOOTBALL AND ATHLETIC CLUB



AYR UNITED FOOTBALL ACADEMY



GUIDANCE SOCIAL NETWORKING **FOR** VOLUNTEERS AND STAFF

VERSION 1.3

Created
Passed by Board of Management
Last reviewed
Next review

2011
2012
November 2015
March 2017

UPDATES

Date: 19th September 2013
Report to: Board of Ayr United Football Academy
Author: Donald Stewart
Purpose: To agree annual review of policy
Agreement: No changes
Rationale: There have been no significant changes to social media practice and the new media strategy is totally compliant with advice within the guidelines

Date: 25th September 2014
Report to: Board of Ayr United Football Academy
Author: Donald Stewart
Purpose: To agree annual review of policy
Recommendation: No changes as yet – Full review to follow
Rationale: Internet safety is part of the new guidance on Child Protection

Date: 30th November 2015
Report to: Board of Ayr United Football Academy
Author: Stuart Galloway
Purpose: To agree annual review of policy
Recommendation: No changes as yet
Rationale: There have been no significant changes to Social Media policy or advice nationally. There have been no requests from staff or volunteers.

Introduction

Ayr United Football and Athletic Club and Ayr United Football Academy make full use of social networking sites, namely Twitter and Facebook. Their postings on both these sites are done in order to provide a communications service to the fans and people interested in supporting either organisation.

The promotion of the Club and the Academy are clearly the only reasons that these social media are used. There are individuals involved in both the Club and the Academy who will use these media and will use them to do more than promote their careers.

Many people use social networking to update friends and families of personal issues as well as make comment on a wide variety of issues about which they may have strong views. There have been times when such comments have been made which have brought their comments and views to the attention of the wider community.

Such attention may be the attention of the author where they have a particular view that they would, like to share or unfortunately they might be views which they are sharing that other have found objectionable. Objections raised against individuals are private matters except where the individuals concerned have an association with an organisation and those views are ascribed to that organisation. In short saying you have a particular belief should be fine unless you are part of an organisation where holding that belief is a problem.

The guidance

Both the Club and the Academy believe that everyone who is associated with it are role models for a legion of fans and supporters. We have also relationships with sponsors and financial backers, the loss of which would have serious implications for the work of both the Club and the Academy.

Both Club and Academy have codes of conducts or contracts which include a clause that anyone bringing the Club or the Academy into disrepute will be disciplined. The circumstances surrounding each allegation or proven breach will be taken into account where disciplinary action takes place. In particular the age and stage of the member of Club or Academy guilty of such a breach shall be considered when making a judgement.

Networking

The easiest guidance to be given is to consider each and every post made. If you have any doubts that it would cause anyone offence – do not post it. There is not anything much else to add apart from being aware of the following: -

No post is private. Even protecting your tweets on twitter or making your profile completely private on facebook will work. If you fall out with any of your current contacts/friends they will have sufficient access to your profile to copy, paste and get you back.

What you say IS of interest to people you do not know. It does not matter if you are the fifteenth choice goalkeeper for the under 9s people will find out if you have said anything wrong or there is anything worthy of being offended by.

Criminal prosecutions or disciplinary action by governing bodies can follow any action that may be taken by parent clubs or academies including our own.