

Social Media Policy



The Northern Ireland Women's Football Association (NIWFA) realises that social media and networking websites have become a regular part of everyday life and that many people enjoy membership of social networking sites such as Facebook, Twitter, You Tube etc. However, the NIWFA is also aware that these sites can become a negative forum for complaining or gossiping and care must be taken **NOT** to breach the NIWFA Code of Conduct. Coaches, club officials and volunteers within women's football must act responsibly when using electronic communications.

This Policy has been designed to give NIWFA Officers, Club Secretaries, Club Officials and Players clear guidelines as to what the NIWFA expect of them when accessing these sites. The absence of, or lack of, explicit reference to a specific website or service does not limit the extent of the application of this Policy. Where no Policy or guidelines exist to a particular situation, Officers, Club Secretaries, Club Officials and Players should use their own judgement and take the most prudent action possible.

Guidance For NIWFA Officers, Club Secretaries, Club Officials and Players:

If an Officer, Club Secretary, Club Official or Player has their own personal profile on a social media website, they should make sure that others cannot access any contents, media or information from that profile that:

- a) they are not happy for others to have access to; and/or
- b) which would undermine their position as an NIWFA Officer, Club Secretary, Club Official or Player within the NIWFA.

As a basic rule, if you are not happy for others seeing particular comments, media or information then simply **DO NOT POST** these onto a public forum site. When using social media sites, NIWFA Officers, Club Secretaries, Club Officials and Players should consider the following:-

- ✓ Changing the privacy setting on their profile so that only people they have accepted as friends can see their comments.
- ✓ Review who is on your 'friends list' on your personal profile. In most situations you should **NOT** accept 'friend requests' if you do not actually know the person(s) concerned.
- ✓ Ensuring personal blogs have clear disclaimers that the views expressed are personal and not representative of a particular Club, the NIWFA or the IFA.
- ✓ Ensure that information published on social media sites complies with the NIWFA Code of Conduct.
- ✓ Breach of the NIWFA Code of Conduct will result in disciplinary action and may result in the termination of your membership.

- ✓ All NIWFA Officers, Club Secretaries, Club Officials and Players must ensure that they are respectful toward:
 - The NIWFA & its Committee Members;
 - Other Club Secretaries, Club Officials & Players;
 - Parents and families of NIWFA Officers, Club Secretaries, Club Officials & Players;
 - The IFA & other Sports Organisations.
- ✓ NIWFA Officers, Club Secretaries, Club Officials and Players should be aware that any disrespectful comments to any of the above might be seen as libelous and could result in disciplinary action or the termination of their membership.
- ✓ The NIWFA logo may not be used without written consent from the NIWFA.
- ✓ Adults in positions of authority (coaches, officials etc.), should not have under 18-year olds as their friends if they are in a position of authority over them within the sport.
- ✓ At all times, whether an NIWFA Officer, Club Secretary, Club Official or Player, you are an ambassador for women's football, your Club and the NIWFA.
- ✓ Beware of your actions being captured via images, posts or comments online as these will reflect on the sport of women's football, your Club and the NIWFA.

Use of official Social Media Sites:

The NIWFA operates a number of official social media websites including Facebook, Instagram, Twitter and YouTube for the promotion of activities and events, as well as a communication method. The following outlines the limits of their use:

- ✓ Only authorised members of the NIWFA or nominated authorised third parties shall be permitted to use these accounts to post on-line, and access to the account should be strictly limited and monitored. The NIWFA Committee has exclusive authority to determine the intention of such third parties and the scope of their access to and use of social media platforms.
- ✓ All information published on the official NIWFA account must comply with the NIWFA Code of Conduct.
- ✓ Players, and especially junior players, should not be referenced on-line without their consent. This includes all photos, videos and media material.
- ✓ Copyright laws must be respected at all times.
- ✓ All NIWFA Officers, Club Secretaries, Club Officials and Players who become aware of any social networking activity that would be deemed distasteful or in breach of the NIWFA Code of Conduct should make the NIWFA Chairwoman, the NIWFA Honorary Secretary and/or the NIWFA Safeguarding Officer aware of this with immediate effect.

Use of Email:

The main form of communication between clubs and the NIWFA is via email. This form of communication must be used responsibly and care must be taken to ensure that:

- ✓ Club officials do not publish comments about other clubs, players, referees, NIWFA Committee Members or IFA staff that could be deemed as controversial or inflammatory.
- ✓ Hostile or harassing communications **MUST** be avoided at all times.
- ✓ Group emails should not be used as a forum for discussing club grievances. The NIWFA Mailing List is reserved for NIWFA messages and should not be used by clubs to debate these issues.

All NIWFA Officers, Club Secretaries, Club Officials and Players must adhere to all of the above policy guidelines; breach of this Social Media Policy will result in disciplinary action and/or the termination of your membership.

Please note - an NIWFA Officer, Club Secretary, Club Official, Player or Spectator making slanderous, derogatory or inflammatory remarks may put themselves at risk of legal proceedings.

I, the undersigned, agree to distribute the NIWFA Social Media Policy to all members of our club and to ensure that the recommendations within this policy are upheld.	
Club Name:	<input type="text"/>
Signed:	<input type="text"/>
Position in Club:	<input type="text"/>
Date:	<input type="text"/>