

SOCIAL MEDIA GUIDELINES



CLUB NAME: _____

DATE: _____

These guidelines are intended to help everyone associated with our club to maintain a positive, respectful, and community-focused presence on social media. We ask all volunteers, members and supporters to follow these simple principles to ensure our club is well-represented online.

Be Respectful and Positive

Engage in a friendly, respectful, and positive manner with fellow club members, supporters, and the wider public. Avoid using offensive, abusive, or inappropriate language. There's no place for any form of bullying, harassment, or personal insults.

Represent the Club with Pride

As a member of our club, you represent our local community. Every post should reflect the core values of the club - inclusivity, respect and team spirit. Highlight the positive achievements of our members, teams and the club in general, and promote the ethos of inclusion and community involvement.

Think Before You Post

Remember that once you post something, it's public and can be shared far and wide. Always think about how your words or images will be received by the community, supporters and sponsors. Avoid posting anything that might damage the club's reputation, including negative comments about others, opposing teams or match/game/competition officials.

Respect Privacy

Don't share personal or confidential information (such as phone numbers, addresses, or private club matters) without consent. When posting photos or videos, especially of underage players, ensure you have the proper permission from their parents or guardians.

Avoid Controversial Topics

Steer clear of discussing divisive or controversial issues like politics or religion on club-affiliated social media accounts. Don't get involved in online arguments or debates that might bring negative attention to the club.

SOCIAL MEDIA GUIDELINES FOR YOUR SPORTS CLUB



Respect Opponents and Match Officials

Show the same respect online that you would in-person, especially when it comes to opponents and match referees. Never criticise referees, officials, or other teams online, it is not the forum to do so.

Promote Inclusivity and Participation

Encourage everyone to get involved in club activities and use social media to showcase the inclusive, welcoming spirit of our club. Ensure all posts reflect our values of inclusion, diversity, and community.

Deal with Issues Privately

If there's a problem or a grievance, address it through private channels, not publicly on social media. You can always speak directly to club officials or volunteers to resolve issues.

Be Clear on Commercial Posts

Don't use the club's social media accounts to promote personal businesses or services unless it's been approved by the club committee. Make sure your personal opinions are not mistaken for official club endorsements.

Moderation and Monitoring

Our club reserves the right to moderate or remove any posts or comments that don't comply with these guidelines. Inappropriate, inflammatory, or irrelevant content may be taken down.

Celebrate Success and Build Community

Use social media to celebrate the club's achievements, share updates, and promote events. Always keep the tone positive, fun, and reflective of the club's community spirit.

Ask if Unsure

If you're ever unsure about what's appropriate to post, reach out to the club communications officer / PRO or volunteer before hitting send.

By following these guidelines, we can help ensure that our club maintains a positive and respectful presence online while continuing to grow a strong sense of community both on and off the field.