



Social Media Policy

Introduction

Social media plays an ever increasing and important role in the organisation and promotion of all sport. It provides an engaging forum through which the sports community can connect. Douglas Hall AFC Social Media Policy and Guidelines have been developed to inform our community about using social media so people feel enabled to participate, while being mindful of the standards expected by the club and other entities such as the Data Protection Commissioner. The contents provide practical guidance to allow all parties to benefit from the use of social media and to have fun online, while minimising potential risks and protecting everyone involved. It also gives practical guidelines and advice on social media channels, illustrating many specific related risks and provides solutions. It is important to recognise that each person is individually responsible for what they post online. The information that follows is designed to provide guidance to club participants on how to communicate appropriately and lawfully online. The club does not accept responsibility for the online activities of individual members, nor can it accept responsibility for the actions or decisions of social media companies or platform owners.

Douglas Hall AFC's social media presence:

Website: douglashallafc.ie
Twitter: DouglasHallAFC
Facebook: DouglasHallAFC1971
Instagram: douglashallafc1971
TikTok: douglashall.official

What do we mean by "Social Media"

Social media refers to a broad range of online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- The Club website
- Social networking sites (e.g. Facebook, Twitter, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, etc)
- Image sharing platforms (e.g. Instagram, Snapchat etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Live, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Instant messaging (e.g. SMS, Skype, WhatsApp, Viber, etc)
- Online Forums
- Any other online technologies that allow individual users to upload and share content.

Who This Policy Applies To:

This policy applies to:

- Members of Douglas Hall AFC
- Officials of the club
- Volunteers within the club (Coaches and others)
- Players registered with the club
- Parents of underage players registered with the club

Where their use of social media impacts on the reputation and values of the Douglas Hall AFC

The values and principles of Douglas Hall AFC

All members, officials, volunteers, players and parents of underage parents (club members) should keep in mind the overall values and principles of Douglas Hall AFC when using social media.

These are:

- Respect
- Player welfare
- Community identity
- Teamwork
- Inclusiveness

We should be careful to ensure that our online actions reflect these values and are not contrary to what the club represents.

Guiding Principles

The web is not anonymous. Douglas Hall AFC club members should assume that everything they post online, especially in open forums, can be traced back to them. Individuals should be aware that they may be personally liable to prosecution and open to claims for damages, if their actions are found to be in breach of the law. In cases of harassment, a claim that you had not intended to harass or cause offence will not, in itself, constitute an acceptable defence. Because of the nature of Douglas Hall AFC, the boundaries between personal and professional profiles, along with any associated opinions and comments, can become blurred. As such, it is essential that Douglas Hall AFC club members clearly remember this ambiguity when posting anything online and at all times consider their connection to Douglas Hall AFC and, as such, their role as a representative of the club. When using the internet for professional or personal pursuits, all Douglas Hall AFC club members must respect the brands of Douglas Hall AFC, our partners, sponsors, and the associations to which we are members, including but not limited to the FAI, LOI, MFA, MSL, CSBL, CWSL, AUL and any other league or sporting body the club is associated with, and follow the guidelines in place to ensure that the intellectual property of both Douglas Hall AFC and our affiliated associations is not compromised and the organisation is not brought into disrepute.

Policies applicable to members' use of social media

Douglas Hall AFC respects the freedom of its members' right to use social media platforms in their personal capacity as they please and to express their opinions online. However, we would ask that you remember the implications of referring to Douglas Hall AFC when you post or share material online. All club members are subject to the club Code of Conduct when online, even when they are not acting on behalf of the club. You are responsible for your actions but remember that those actions may have consequences for Douglas Hall AFC.

You have a responsibility when using social media platforms to not do anything online that might tarnish the club's image and reputation or bring the club into disrepute.



Douglas Hall AFC expects the following standards to be adhered to by its members when posting material online:

- Do not post or share material which is violent, sexually explicit, obscene, hateful, or defamatory.
- Do not post or share inappropriate behaviour relating to underage players.
- Do not suggest or encourage illegal activity.
- Do not engage in trolling, bullying, or abusive activity.
- Do not falsely claim the club endorses or is associated with any product or promotion.
- Do not disclose confidential information in respect of the club.
- Do not engage in the disparagement of any race, ethnicity or religion.
- As a manager, coach, club official or club volunteer you should not:
 - accept any person under the age of eighteen as a friend on your personal social-media accounts;
 - communicate with any person under eighteen through social media, text message, phone or email – all communications to those under eighteen should be made through parents/guardians.
- Club members must not post named photographs of under eighteens without parental/guardian agreement.
- The use of open communication tools, such as WhatsApp, should be restricted to the organisation and scheduling of events, such as committee meetings, training session and match arrangements. Committees may use these tools to facilitate speedy decision making and consensus gathering but, in all cases, communication should be respectful, relevant, appropriate and courteous.
- When communicating with others online, keep content appropriate and polite. It is also important not to respond in the heat of the moment, in a way you regret later. In particular, do not engage with irate players, parents or coaches on any forum
- Always respect the club's values.
- Always use your common sense.

Communicating with underage players and teams

Coaches, mentors and other officials should never place themselves in a compromising position by texting or communicating via social media sites with underage players. All such communications regarding club activities should be sent via the parents or guardians of the underage player, unless otherwise agreed with the parents/guardians. In general, the following should apply when communicating with underage players:

- Use mobile phones, if deemed appropriate, only via an email system or group communications app (Teamer, etc) for communicating with the parents/guardians of players. Any exception to this form of group texting can only be preceded with following express permission from parents/guardians.
- Do not communicate individually by text/email sites with underage players.
- Do not communicate with underage players via social network sites.

Guidelines for posting images or personal information relating to underage members

The following represents the best practice when posting images or personal information relating to underage members:

- Ask for the player's parent's permission to use their image. This consent could be included in the annual registration form.
- All children/young people featured in recordings posted online must be appropriately dressed.
- The photograph or recording posted online should focus on the activity rather than a particular young person.
- In general, no personal details relating to the young person should be revealed as accompanying materials to the photograph or recorded image, with the exception being where they are being publicly acknowledged (e.g. an award or personal achievement), for which consent has been given.
- Group and team photographs may be taken but it is not necessary to match a player's name with the position in which they may be standing or seated in the team photograph.
- Any instances of the use of inappropriate images should be reported to the club's Children's Officer and also to the relevant statutory authorities if deemed necessary.
- Where underage members are invited to engage with the club's social media accounts, parental knowledge and permission prior to the young person engaging in such communication must be sought.
- Ask parents not to post pictures of other children on their own social media accounts
- Such interaction with the club's websites or accounts should also be carefully monitored to ensure underage members are not abused or trolled on line and that they themselves do not intentionally or otherwise post inappropriate comments or materials. Douglas Hall AFC has an [Anti-Bullying Policy] which should be adhered to at all times.

Branding & Intellectual Property

It is important that any trademarks belonging to Douglas Hall AFC or any affiliated competition or governing body are not used on personal social-media accounts, except where such use can be considered incidental – where incidents is taken to mean "happening in subordinate conjunction with something else".

Official Douglas Hall AFC Blogs, Social Media accounts & Online Forums

When creating a new website, social-networking page or forum that is in any way or can in any way be judged to be associated with Douglas Hall AFC care should be taken to ensure

- The appropriate person is given permission to create the page or forum.
- Appropriate permissions must be obtained for the use of logos or images.
- Images of anyone under eighteen must not be replicated on any site without the permission of parents and/or guardians.
- Posts must not contain, nor link to, pornographic or indecent content
- Hosted sites may sell the right to advertise on their sites through "pop up" content, which may be of a questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of "pop up" content cannot be controlled
- Douglas Hall AFC members must not use official Douglas Hall AFC pages to promote personal projects
- All materials published or used must respect the copyright of third parties

Consideration towards Others When Using Social Networking Sites

Social-networking sites allow photographs, videos and comments to be shared with thousands of other users. Douglas Hall AFC club members must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at private Douglas Hall AFC functions will not appear publicly or on the internet. In certain situations, Douglas Hall AFC club members could potentially breach the Data Protection Act or inadvertently make Douglas Hall AFC liable for breach of copyright. Douglas Hall AFC club members should be considerate to others in such circumstances and should not post material when they have been asked not to or consent has not been sought and given. They must also remove content related to another person if they are asked to do so. Under no circumstances should offensive comments be made about Douglas Hall AFC club staff or any affiliated partners or sponsors online.

Breach of Policy

Douglas Hall AFC will continually monitor online activity in relation to the club and the sport. Detected breaches of this policy should be reported to Douglas Hall AFC. If detected, a breach of this policy may, following investigation, result in formal disciplinary action from Douglas Hall AFC under the club disciplinary procedures detailed in the club's Code of Conduct. A breach of this policy may also amount to breaches of other Douglas Hall AFC documents and policies. Disciplinary action may involve a verbal or written warning or, in serious cases, termination of engagement or employment with Douglas Hall AFC.