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## SHOLING YOUTH FC

### SHOLING YOUTH FC: SOCIAL MEDIA GUIDELINES

**We are all very passionate about what we do, and believe in open communication. You are encouraged to tell the world about your passion for football.**

Whether you do so by participating in a blog, online social network or any other form of online publishing or discussion is completely up to you. However, these new ways of communication are changing the way we talk to each other, which requires careful thought.

In order to avoid any problems or misunderstandings, we have come up with a few guidelines to provide helpful and practical advice for you when operating on the Internet and 'intranet' as an identifiable member of **SHOLING YOUTH FC**

These guidelines are intended as a working document we can all take ownership of, and they apply when updating any of **SHOLING YOUTH FC**'s social media accounts (or sub-accounts) and when posting about **SHOLING YOUTH FC** matters from personal accounts.

#### Using Personal Social Media Accounts

1. You are personally responsible for the content you publish on any form of user-generated media, both internally and externally. Everything you publish will be visible to the world for a very, very long time. Common sense is a huge factor here as grassroots football is a small world!
2. When posting on social media from a personal account you could be considered as acting as an official spokesperson so, if you are not, you must make clear that you are speaking for yourself and not for **SHOLING YOUTH FC**. You can use a disclaimer like: "The postings on this site are my own and do not necessarily represent the position, strategy or opinions of **SHOLING YOUTH FC**."
3. If you are about to publish something that makes you even the slightest bit uncomfortable, review it. If you are still unsure and it is related to **SHOLING YOUTH FC**, talk to another committee member for a second opinion.



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4. Sometimes you'll be privy to sensitive information, which is absolutely not meant to be forwarded to anyone who is not a member of **SHOLING YOUTH FC**.

5. It is perfectly fine to talk personally and have a dialogue with the community, though involvement on sensitive debates which directly affect **SHOLING YOUTH FC** matters are prohibited. If the judgement call is tough, please ask a senior committee member before you publish or forward anything. Please act responsibly with the information you are entrusted with.

6. Don't use ethnic slurs, personal insults, obscenities, or engage in any conduct which would not be acceptable to **SHOLING YOUTH FC**. You should also show proper consideration for others' privacy and for topics which may be considered objectionable or inflammatory (like religion or politics).

7. Please respect intellectual property rights (such as trademarks and copyright). If the name, logo, image, artwork or other material you want to use is not yours, don't use it. Before posting someone else's work or image, please check with the owner first.

8. Be aware that others will associate you with **SHOLING YOUTH FC** when you identify yourself as such. Please ensure that your Twitter, Facebook, Linked-In or any other external-facing profile and related content is consistent with how you wish to present yourself to clients and colleagues.

#### **Using SHOLING YOUTH FC Social Media Accounts (or Sub-Accounts)**

9. It is important to take care in using the highest possible standards of spelling, grammar and punctuation. Try not to abbreviate when unnecessary and attempt to consistently follow previous patterns when writing times, age groups etc (i.e. 2:30pm, Under 14s). Always write in the first person.

10. Assume your audience know nothing about your post and include a 'who, what, when, where, why' if possible. Less than 1% of followers could know about your event.

11. Please remember that **SHOLING YOUTH FC** accounts are not your personal accounts. You are representing the organisation.

12. Please be careful when liking, sharing or retweeting content as this could have negative implications if you're seen to be supporting/endorsing someone else's opinion etc.

13. Retweeting and sharing messages from other accounts does not necessarily equate to the endorsement of **SHOLING YOUTH FC**, but some people may consider that it does. Please be careful.

14. Do not retweet messages flagrantly appealing for followers, or for obvious commercial means from unapproved private companies.

15. Should you notice a live event or piece of news which requires a reply from **SHOLING YOUTH FC**, always establish an agreed position before commenting