

## **Social Media Policy**

**The definition of Social Media is- *“Websites and applications that enable users to create and share content or to participate in social networking”.***

These include, but are not limited to, blogs, message boards, social networking websites (such as Facebook) and content sharing websites (such as YouTube)

This policy applies to anyone who is identified as being part of the Exeter City Football Club Supporters Trust (the Trust) management and governance structure. This includes trustees, officers, volunteers and anyone undertaking work on behalf of the Trust whether paid or not. These groups will be referred to as individuals in this policy. The person responsible for the implementation and enforcement of this policy will be the Trust secretary.

## **Expectations**

All individuals are responsible for their own conduct and should behave in a manner that ensures and promotes acceptable behavior in relation to their use of social media sites. Individuals should be mindful of their connection to both the Trust and to Exeter City Football Club (the club) when using social media.

With this in mind, individuals should not post on social media anything that could be deemed as offensive, libelous, inappropriate or harmful to any the following-

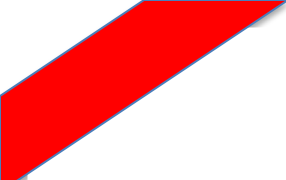
- Any employee, official, volunteer or supporter of the Trust or club.
- Any trading partner or sponsor of the Trust or club.
- Any employee, official, volunteer or supporter of any other sporting club.
- Any employee or official of a sporting governance body (such as the F.A, EFL)

**In addition, individuals should not:**

- Misrepresent themselves or the Trust/club.
- Make assurances or promises without checking.
- Post anything that is confidential or copyrighted.
- Respond to any libelous, harmful or defamatory comments about the Trust/club as this may inflame the situation.  
Individuals would be expected to take evidence and report them to the Trust secretary.
- Use social media to handle any complex or difficult enquiries, seek a more secure method of communication.

**Summary**

- Be aware of your connections with the Trust and the club.
- Be aware of language and conduct.
- Be aware of issues such as libel and defamation.
- Do not breach copyright.
- Do not share confidential or sensitive information.
- Remember that material posted on social media is permanent, it may be copied, forwarded and used for other



purposes (possibly without your knowledge or consent) even if it has been subsequently deleted by you.

- Individuals should alert the Trust secretary immediately if something has been posted, whether inadvertently or otherwise, that may be detrimental to the Trust or the club.