



Dundonald Bluebell Football Club
Moorside Park
Dundonald Park
CARDENDEN KY5 ODG
(Established 1938)

SOCIAL MEDIA GUIDELINES

Internet and mobile based social networking sites such as Facebook, Twitter, Instagram, MSN, Live Profile, Facebook, Instagram, WhatsApp, Snapchat and any such similar currently existing or future existing sites, as well as the recent phenomenon of 'Blogging' (writing an online and public diary) have become increasingly popular and the Club is keen to ensure that the Club, its Officials, Management, Players and Coaching Staff etc. remain protected in what is a very open and public way of sharing information and images across the internet.

The Club acknowledges that blogs and social networking sites provide individuals with a way of sharing their insights, expressing their opinions and communicating in a global environment. When choosing to go public with opinions through a blog, social networking site or other openly accessible medium, there is, however, a legal responsibility for those opinions. Individuals must, therefore, be aware that they can be held personally responsible for any commentary deemed to be defamatory, obscene, discriminatory, proprietary or libellous. For these reasons, there is need to exercise caution about any derogatory, discriminatory or bullying remarks or characterisations, copyrighted materials, exaggeration or obscenity. What is posted to the internet is at an individual's own risk and other parties can pursue legal action against them personally for such postings.

To avoid any problems or potential disciplinary action, it is strongly recommended that all individuals associated with the Club reflect continuously on the following guidelines when using social media:

1. Avoid commenting on matters relating to referees.
2. Avoid making instant reactive comment.
3. Avoid being critical of those who hold positions of authority within football.
4. Remember that others may publish any comments made by you without obtaining your consent, as blogging is in the public domain.
5. Be completely certain of the accuracy/legitimacy of what you are saying.
6. If you are unsure whether a post may be controversial then don't post it.
7. Anything said online – whether good, bad or indifferent – reflects upon you and possibly your club and may impact upon the reputation and future association of both
8. Any comment or photo you put out makes an indelible impression online – you might think you have deleted it, but it will be recorded and remain accessible.

Finally, Social Media can be a great way to keep in touch with fans, fellow players and friends and to raise the club's profile

Reviewed *Allan Halliday* 12/1/2021