

Berwick Rangers Football Club Digital Media Policy

Digital Media

Berwick Rangers Football Club understands that digital media provides many opportunities for it to engage with its stakeholders and communicate with the communities it serves. However, the football club understands that digital media comes with many risks and issues to consider for all people connected with the club, including directors, players, coaches and club officials. These risks need to be identified and managed to ensure that the football club can benefit from the use of social media.

It is important for Berwick Rangers Football Club and all of its stakeholders that digital media is not used inappropriately. This is to protect the image of the football club, its partners and sponsors.

This policy covers all forms of digital media and business networking sites such and LinkedIn.

Aim

The aim of this policy is to provide guidance on digital media use to club employees and to ensure that they do not damage the reputation of the football club.

Employees

- Employees include directors, management, players, coaches, volunteers and club officials.
- When using social media or business networking sites, employees must respect the brands of Berwick Rangers Football Club, our partners, sponsors, the associations to which we are a member of and other employees of the football club. This is to ensure that the football club is not brought into disrepute.
- Employees should exercise good judgement when using digital media.

Staff Guidelines

Employees must not;

- Share confidential information online.
- Post inappropriate comments about other employees.
- Use social media sites to bully or intimidate any employee or stakeholder of Berwick Rangers Football Club.
- Use social media in any way which is unlawful.
- If employees are writing about Berwick Rangers Football Club or its stakeholders on digital media or on online discussion forums, they must use their own name.

Official Berwick Rangers Football Club Social Pages, Blogs and Websites

Permission must be gained from the responsible member of staff when starting up an official Berwick Rangers account on a new digital media platform or application.

Employees with access to the clubs social media pages must:

- Remember that they are representing Berwick Rangers Football Club when they post and add content to digital media sites.
- Be professional - make sure you are always seen to act in an honest, accurate, fair and responsible way at all times.
- Respect copyright when linking to images and other online material.

Must not:

- Pictures of children without the consent of a parent/guardian.
- Pornographic or indecent content.
- Use offensive, sexist, racist, hateful or otherwise offensive or discriminatory language, including swearing.
- Publish information that is disparaging to the football club, or other club employees.
- Must not post information that they know is false.
- The promotion of personal projects.
- Endorse or appear to endorse commercial products or services without permission.
- Voice a political opinion.
- Use private messages through official club social networking sites of a non-footballing nature.

Breaches of Policy

- Employees can be provided with verbal or written warnings.
- In serious cases, the football club can terminate employment or engagement with Berwick Rangers Football Club.
- Serious breaches may include the incident being reported to the police.
- A member of staff is appointed to monitor club digital networking pages. This person is detailed in the advice section of this policy. The member of staff monitors digital media content regularly and can remove access to anyone using the pages inappropriately.
- All employees of the football club should have guidance available to them detailing who this member of staff responsible is, with information on how they can report misuse of digital media to them.

Advice

Where required, further advice is available via the following methods:

Email: club@berwickrangers.com

Phone: 01289 307 424