



Blackburn United Community Sports Club

Est. 2018

www.blackburnunitedcommunitysc.com

MEDIA POLICY

Introduction

Blackburn United Community Sports Club (BUCSC) recognises that Social Networking sites have become a significant way of life for many people and that, when used appropriately, are a positive opportunity to communicate. When communicating online and working within the terms of this policy all players, parents/carers and officials must uphold BUCSC values, agree to follow this policy and ensure that all social media postings are acceptable.

Purpose

The purpose of this policy is to ensure that all players, parents/carers and officials are aware of the general principles of acceptable use of social media sites and in doing so ensure that the reputation of BUCSC is not adversely affected. It is our aim to inform and engage with all users of the various BUCSC media platforms while providing a safe online environment for everyone who visits our sites.

Scope

This policy applies to all players, parents/carers and officials. The policy should be read in conjunction with other BUCSC policies where appropriate/necessary (i.e. BUCSC Protection Policies). The policy applies to the use of any online communication tools or platforms, including BUCSC owned sites and any activity on external sites where your association with BUCSC is visible.

Terms of Use

If any official refers to BUCSC in any way in their personal internet presence, either on one of the BUCSC official sites or on their own personal site, then the information posted must comply with the following;

- BUCSC officials should not refer to any confidential information relating to their role which includes any sensitive information or defamation of any other official, player or parent/carer.
- Any misuse of a social networking site that may bring BUCSC into disrepute, may result in disciplinary action and could constitute gross misconduct.
- If a BUCSC official, player or parent/carer is concerned by information or content posted on social media sites they should raise this concern with their clubs Player Protection Officer.
- BUCSC officials, players, parents/carers must refrain from using language which could cause offence to other or incite abuse or bullying.
- BUCSC officials should consider the propriety of sharing information with players or parents/carers via social networking sites.
- BUCSC officials who use social networking sites personally must never 'friend' or 'follow' a player and should apply privacy settings to a level that prevents players having the ability to send friend requests. For more information, please refer to the BUCSC Child Wellbeing and Protection Policy.
- If you choose to include BUCSC official in your professional capacity to the publicly available information on your social media profile, please include 'All views expressed are my own and not those of the BUCSC'.





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Good Practice

- We expect users of our various sites to exercise personal responsibility when participating in social media discussions.
- Comments posted by others on our social media feeds do not represent the opinions of Blackburn United Community Sports Club (BUCSC).
- Comments, links, photos, and videos are welcome on our social media feeds but all postings should be relevant to the channel and will be reviewed. Illegal content such as racial, ethnic, sexual, religious, and physical disability slurs will not be tolerated.
- The Club reserves the right to delete posts violating any governing body code of conduct.
- While creative and engaging posts are most welcome, the Club reserve the right to edit, amend or delete any postings that are offensive, misleading, inaccurate, or inappropriate, or posts that contain insults, bad language, illegal suggestions, personal attacks, commercial advertising, self-promotion, spam, or unwelcome solicitations.
- Any contributors that fall short of these expectations may have their accounts blocked without notification. The Club is not required to enter into conversations regarding its management of social media channels. This includes, but is not limited to, a discussion regarding banned accounts.

What is Unacceptable

BUCSC Ltd are clear what is unacceptable;

- Sending rude, offensive language (including swearing) or harassment, defamation of others
- Embarrassing postings (i.e. some game results), breaching others privacy, friend requesting/following players who are children.
- Stalking other BUCSC officials, players or parents/carers.
- Revealing confidential information about a player, official, club, league or region including financial information, club/league plans, policies, members and/or internal discussions.
- View, create, send or forward illegal material, defamatory material; pornographic or sexually explicit material, forward material that may cause offence to others, including, but not limited to discriminatory material or material that would violate the dignity of others, create an offensive or degrading environment (whether or not that is intended) including on the grounds of sex, race (including ethnic or national origin), religion or belief, sexual orientation, disability or age.
- Setting up or establishing virtual groups which may cause harm or discomfort to any other person.
- Viewing, creating, sending or forwarding illegal material.
- This list is not definitive.

E-mail

- E-mail is also subject to national law, in particular the Computer Misuse Act, Copyright Act, Data Protection Act and the law of libel.
- The fact that e-mails can so easily and quickly be forwarded to others and that e-mails are not automatically and permanently deleted when wiped from a desktop means that defamation is a real danger. Care should be taken with the content of





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messages and derogatory remarks about another player, official, club, league or region.

- The same rule applies to indecent, sexist, racist or obscene remarks.

Last Update: 6/11/23

Signatures:

President

Date

6/11/23

Secretary

pp

Date

6/11/23

