Good communication between the Club, coaches, players and carers is essential for the organisation and management of Wylam Rockets FC. It is important that all communication takes an appropriate form and is effective and ensures that the safeguarding of children is paramount.

The majority of official communication is via email, however the use of social media and messaging services are an increasingly effective method of communication.

**1.0 Messaging services**

*eg. SMS Text, Whatsapp, Facebook messenger, Viber*

This can be a quick and effective way of communicating with a group of people (ie. The football team) regarding training, fixtures and team news.

* It is inappropriate for adult coaches to communicate on a one-to-one basis with players under the age of 18
* Communication between adults and children should take place within clear and explicit professional boundaries, copying in a 3rd party (eg. parent)
* It is advisable to send group messages rather than single messages.
* Ensure that messages only refer to specific club-related matters, e.g. fixtures, team selection, cancellations. Do not respond to unrelated messages or engage in banter.

**2.0 Social Media**

*Eg. Facebook, Bebo and My Space; Micro Blogging services, such as Twitter;*

*Video Sharing services, such as YouTube; Photo Sharing services, such as DropBox + Flickr;*

*and Online Games and Virtual Reality, such as X Box 360 Live.*

Wylam Rockets have an official Facebook page, which has CRC- approved administrators. The club do not take responsibility for anything posted online, with respect to Wylam Rockets, other than content on the club’s official website, or on the club’s official Facebook page.

DON’T

* Tagging of individuals is NOT allowed as this raises safeguarding issues, even with the permission of parents.
* no individual player information pertaining to name, schools attended, or any personal information which can help identify them as individuals.
* no photographs focussing on individuals, only group or team activity.
* Adult volunteer coaches, parent helpers and officials should not have any players under the age of 18 as “friends” on social networking sites. Instead encourage them to “follow”/”like” Wylam Rockets Facebook page.

**3.0 Photography**

The FA and Wylam Rockets FC encourage the taking of appropriate images of children in football. The majority of images taken are appropriate and taken in good faith. If we take the following simple measures we can help to ensure the safety of children in football.

DO

* The Club will seek annual “opt-out” consent from all parents to use a player’s image on official sites.
* Any child who is under care proceedings will not have their image placed in the public domain.
* No individual photos to be used. Only group activity
* Professional photographers will be issued with identification, which must be worn at all times
* Ensure all those featured are appropriately dressed (a minimum of vest or shirt and shorts);
* Report any instances of inappropriate images in football to the club and county Welfare Officer or the FA Case Manager or the Internet Watch Foundation (IWF)

**4.0 Online conduct of players and Cyber-bullying**

The club do not take responsibility for anything posted online, with respect to Wylam Rockets, other than content on the club’s official website, or on the club’s official Facebook page.

However,

* Advice regarding online behaviour is reiterated each season alongside the RESPECT Code of Conduct for players.
* The use of insulting, abusive or disrespectful language towards opponents, teammates or coaches via social media is advised against