



SECTION	HR
POLICY /PROCEDURE	Social Media Policy
DATE OF CREATION	January 2016
VERSION	7
DATE OF ISSUE	1st July 2023
DATE OF REVIEW	01st July 2024

Club Doncaster recognises that employees may keep personal social pages on the Internet and that Internet social networking sites are a useful way of interacting socially with the world. The organisation recognises and embraces the working and promotional benefits that social media can bring as a tool in all areas of life, and recognises the organisations increasing reliance to engage our community and promote and engage. For the purposes of this policy, we define social media as any type of interactive online tool that allows instant communication with parties. This includes but is not limited to social forums, messaging exchange applications, blogs, video and profile related websites, and emails.

While the organisation does not wish to discourage employees from accessing such sites on the Internet, it expects certain standards of conduct observed to protect both its legitimate business interests and its employees from the dangers of inappropriate use, and social platform and boundaries are a key part of our safeguarding legislation.

This policy applies to all persons associated and representing the Club Doncaster brand via employment, working or volunteering opportunities.

Club Doncaster encourages all persons associated with the brand to engage with the formal social media channels, in which we share content to engage all persons through the media of sport & education. However all activities and engagement via social media must be undertaken alongside an awareness of the potential impact on themselves and the Club Doncaster brand.

This policy applies both inside and, in certain circumstances, outside the workplace.

The following principles and guidance apply in relation to this policy:

- Persons associated with the Club Doncaster should never knowingly represent themselves in a false or misleading way. All postings should be able to be substantiated if required.
- No persons should hold a formal link via any social media platform to persons who they know in a professional capacity who are under the age of 18. Any links outside of work must be clear, and persons should be aware of the risk / implications of personal and professional boundaries.
- All persons should not directly post / share via social media platform, images that are of persons under the age of 18 or may hold sensitive information about the Club Doncaster brand. Club Doncaster's image policy only seeks consent from legal guardians for official club marketing and promotion, and does not endorse original posts displaying these. Persons are able to retweet / share / like content, which they are involved in but are required to exercise discretion and any related boundaries expected to remain in place when interacting with these posts.
- Any persons associated with Club Doncaster, who receives social media communication from persons under the age of 18 of a non-related professional matter, should be refer this to the departmental Safeguarding Officer for guidance. Responding and engaging in social media links with persons under the age of 18 will be investigated and appropriate safeguarding procedures will be invoked in all cases.

- Where appropriate Club Doncaster reserve the right to monitor the usage of social media platforms and take appropriate action against any misuse that may be determined as a safeguarding issue, or the ability for any action to bring the name of Club Doncaster and its associated companies into disrepute.
- All persons should be aware that all comments made on social networking sites are considered public comments and are available for comment/quoting by anyone who chooses to do so. This continues to be the case should profiles be set to private or public settings.
- Any retweets or comments shared, posted, or liked by persons on social media are considered in the same vein as comments.
- If a persons use of social media is considered to be discriminatory, bullying, threatening, offensive, Club Doncaster reserve the right to challenge and if appropriate terminate agreements for persons associated with the organisation.
- A person should not engage in any form of illegal activity or promotion of such activities such as terrorism, substance misuse, or violence or sexual offence . Club Doncaster will cooperate with all police and statutory agency investigation, and has a duty to report any concerns to all authorities, including the FA, EFL and RFL.
- Persons must not divulge any information which is confidential to the organisation, its suppliers or customers. This includes all business matters as well as team selection and player injuries. In addition persons should refrain from making references on social media sites which are or may be deemed to be negative towards the organisation or suppliers.
- Persons must not post entries on a social networking site which are derogatory, defamatory, discriminatory or offensive in any way, or which could bring the company into disrepute. For the avoidance of doubt, this includes any entries in response to comments from other users.
- Any show of approval of another user's post such as a 're-tweet', 'like' or similar will be considered as the words or endorsement of the employee.
- Persons should be aware that all media platforms may create documents which the courts can order to be disclosed for use in litigation. Consequently, employees will be assumed to have written any contentious items unless they can prove definitively that they have not done so. This includes the usage and comments of a personal nature within text messages, emails and multimedia messages.
- Club Doncaster support all relevant work to deal with the negative aspects of social media, commonly known as trolling / online abuse. We will support all persons to report these issues via police and organisational referrals and investigation. In the case of reporting please refer to your Line Manager or People & Culture department who will support you and if appropriate take the lead on any support plan in relation to issues.
- Workers must not access personal social networking sites during working hours. Access using the organisation's IT systems is restricted to lunch breaks and before and after the working day, unless specific permission is granted by the line manager.
- The organisation will monitor its IT systems as is deemed necessary in order to prevent inappropriate usage. Hard copy of blog entries will be used in any disciplinary proceedings.
- Persons must be aware that they are representing Club Doncaster at all times and must therefore consider the appropriateness of any social media activity carefully.