



Social Media and Communications Policy

Version: 2:0
Updated: June 2026
Date of review: June 2027

“Keeping children safe in sport goes beyond the pitch – it includes digital communication, social media, and online activity. This policy sets out how our club uses digital tools responsibly, to create a safe and positive football environment.”

1. Aims

Protect all members using online technology while involved with the club.
Guide volunteers and staff on safe online practices.
Ensure compliance with data and online safety legislation.

2. Purpose

This policy ensures respectful, responsible use of digital tools while safeguarding young players and maintaining the club's reputation.

3. Applicability

Applies to all club players, staff, coaches, volunteers, parents/carers, and members.

4. Our Commitment

Follow safeguarding laws and best practice for digital platforms.
Ensure all users are appropriately trained for their roles.
Regularly review and update digital safety measures.
Keep online platforms secure and respectful.
Gain consent before sharing any images or videos of under-18s.

5. Guiding Principles

Communicate respectfully and professionally.
Avoid one-to-one online communication with U18s.
Think before posting—would you say it in public or to the media?
Never post when upset or angry.

6. Communication Guidelines

Avoid private communication with U18s; use group chats or copy in parents.
Stick to football-related messages only.
Encourage players to follow club pages, not personal profiles.

7. Image Sharing and Consent

Always obtain parental/guardian consent before posting images or videos.
Follow FAW Photography & Filming Guidelines.
Avoid anything that breaches privacy or could be misinterpreted.

8. Misuse of Social Media and Communication

Disciplinary action may follow for misuse, including for:

- Inappropriate, offensive, or discriminatory content.
- Bringing the game into disrepute

9. Safeguarding and Reporting

- All adults must act as positive role models in their online behaviour.
- Parental consent must be obtained before communicating directly with those under 16.
- Parents/guardians to be informed of communication between adults & players under 18.
- If you have a concern about online communication or behaviour:
 - Report it first to the Club Safeguarding Officer.
 - If necessary, the concern can also be reported to CEOP: www.ceop.police.uk.
 - Depending on the seriousness of the concern, the Club Safeguarding Officer may escalate the issue to:
 - The League and/or Area
 - FAW Discipline (Tiers 1-3 men's and 1-2 women's) Area Association Discipline department for any other club

- The FAW Safeguarding Team
- The level of concern and the specific details will determine the appropriate next steps and who should be contacted.

10. Disciplinary Measures

Breaches may result in suspension, FAW Safeguarding referral, or reporting to authorities. Everyone is accountable for their digital conduct.

11. Support and Advice

Useful resources:

<https://saferinternet.org.uk/professionals-online-safety-helpline>

<https://saferinternet.org.uk/guide-and-resource/parents-and-carers>

12. Training

Free or low-cost training is available via the UK Safer Internet Centre.

<https://saferinternet.org.uk/training-events>

13. Monitoring

This policy will be reviewed every year, or sooner if required by changes in law or major safeguarding incidents.

14. Complaints about the Club Safeguarding Officer (CSO)

If a concern or complaint arises regarding the Club Safeguarding Officer (CSO), it should be reported to a Committee Member. The Committee Member will ensure the proper safeguarding procedures are followed.