

# VERWOOD TOWN FOOTBALL CLUB

## Social Media Policy

Safe and positive online communication for the whole club

<b>Version</b>	Version 2.0 – April 2026
<b>Date of issue</b>	April 2026
<b>Review due</b>	Annually, or following any significant incident or change in FA guidance
<b>Policy owner</b>	Club Welfare Officer / Club Secretary (as applicable)

### 1. PURPOSE

Verwood Town Football Club recognises the importance of social media in communicating with our community and promoting the values of the club. This policy applies to all members of VTFC — committee members, coaches, volunteers, parents and players — when communicating in their capacity as representatives of the club.

### 2. REPRESENTATION AND ACCOUNTS

- All official team Facebook groups/pages must be linked to the main VTFC group/page.
- Any social media account representing VTFC must accurately reflect the values, ethos and activities of the club.
- Administrators must regularly review group membership and remove people who are no longer associated with the club.
- **Account handover:** when a manager, coach or volunteer leaves the club, all admin rights to club-linked accounts and groups must be transferred to a current committee member within seven (7) days, and the departing individual must be removed from all club-linked groups.

### 3. WHATSAPP AND GROUP MESSAGING

**Important:** WhatsApp is the primary communication tool for most teams. The following rules are mandatory for all team and club groups.

- **All team groups containing under-18 players must include at least two adults as admins** at all times.
- **Adults must not send private (1-to-1) messages to under-18 players.** All communication with players must be in group chats.
- Parents or carers should be included in any group that contains their child.
- Groups should be closed at the end of each season and membership reviewed before the new season begins.
- If a player contacts a coach privately, redirect the conversation to the group channel and inform the Club Welfare Officer if the content raises any concern.

### 4. CONDUCT

- All posts and comments on behalf of VTFC must be respectful, inclusive and comply with FA guidelines and applicable law.
- Members must not engage in negative or inflammatory discussions about individuals, other clubs or organisations.
- **Managers and coaches must not publish results or scores for U11 and below.** Managers must take reasonable steps to discourage parents from sharing results publicly.
- Disputes or grievances must be addressed internally — not aired on social media.

## 5. SAFEGUARDING

- When sharing content involving children, parental consent must be obtained. See the Photo Consent Policy.
- Personal information about children (full names, addresses, contact details) must never be shared on public platforms.
- Livestreaming of sessions or matches involving under-18s is prohibited without prior consent from all parents/carers and approval from the CWO.

## 6. AI-GENERATED CONTENT

AI-generated images, video or text purporting to represent VTFC, its players or its members must not be created or shared without explicit approval from the committee. AI-generated images involving children require explicit parental consent.

## 7. DISREPUTE

- Members must not post content that could bring VTFC into disrepute, including offensive language, inappropriate images or illegal activities.

## 8. ENFORCEMENT

Potential breaches will be investigated by the committee in line with the Codes of Conduct, Anti-Bullying Policy and Disciplinary & Complaints Policy. The committee reserves the right to remove any content deemed to violate this policy.

Key Contacts	
Club Welfare Officer	Clare Nixson – welfare@vtyfc.co.uk / 07758 246452
Club Secretary	youth_secretary@vtyfc.co.uk
CEOP (online exploitation)	ceop.police.uk