East Bierley Community Sports Association

Social Media & Communications Policy

07/07/2025

CONTENTS

DOCUMENT CONTROL 3
1. POLICY STATEMENT 4
2. SCOPE 4
3. ACCEPTABLE USE 4
4. OFFICIAL EBCSA ACCOUNTS 4
5. PERSONAL USE 5
6. USE OF IMAGES AND VIDEOS 5
7. SAFEGUARDING & REPORTING CONCERNS 5
8. BREACHES OF POLICY 5
9. MONITORING AND REVIEW 6

Document Control.

Document Information.

Description:	Social Media & Communications Policy
Version No:	1.0
Last Reviewed Date:	07/07/2025
Author:	Chris Marsden
Policy Owner:	EBCSA Chair of Trustees / Board Secretary
Approved By	EBCSA Board of Directors
Review Due	July 2026
Document Classification:	Public

Revision History.

Date	Version	Detail	Author
07/07/25	1.0	Policy created	Chris Marsden

1. Policy Statement

East Bierley Community Sports Association (EBCSA) recognises the value of social media in promoting its work, engaging with the community, and celebrating achievements. This policy is designed to ensure responsible, respectful, and safe use of all social media channels by staff, volunteers, member clubs, and anyone representing EBCSA online.

2. Scope

This policy applies to:

- All staff, trustees, and volunteers of EBCSA
- Member clubs including Gomersal & Cleckheaton FC and Birkenshaw Bluedogs
- Anyone posting on behalf of EBCSA or in connection with its activities
- Personal use of social media where EBCSA is referenced or could be brought into disrepute

3. Acceptable Use

All social media content posted by or on behalf of EBCSA must:

- Be respectful, inclusive, and uphold EBCSA values
- Protect the reputation of EBCSA, its member clubs, and associated individuals
- Not disclose confidential or sensitive information
- Not include offensive, discriminatory, defamatory, or inflammatory material
- Never use images or information about children or vulnerable adults without proper consent

4. Official EBCSA Accounts

- Only designated individuals may post or manage official EBCSA accounts.
- Content must be relevant, factual, and in line with the EBCSA mission.
- Content that relates to safeguarding concerns must not be shared publicly and must be reported through the appropriate channels.

5. Personal Use

Staff, volunteers, and club officials should:

- Maintain a clear boundary between personal and professional accounts
- Avoid posting content that could damage EBCSA's reputation or compromise trust
- Never engage in online arguments or respond to negative comments on behalf of EBCSA unless authorised

6. Use of Images and Videos

EBCSA ensures that all volunteers and casual workers are treated fairly in recruitment, training, and role allocation. All decisions are based on ability, experience, and suitability.

We do not discriminate in:

- Recruitment or selection of volunteers or workers
- Allocation of roles and responsibilities
- Recognition, support, and training provided

7. Safeguarding & Reporting Concerns

- Any safeguarding concerns seen on social media must be reported to the EBCSA Board immediately
- Do not attempt to investigate or respond to allegations via public channels

8. Breaches of Policy

Breaches of this policy may result in disciplinary action and, in serious cases, referral to statutory agencies or governing bodies. Examples of breaches include:

- Sharing inappropriate content linked to EBCSA activities
- Using social media to harass or bully individuals involved in EBCSA
- Misrepresenting EBCSA in any way

9. Monitoring and Review

EBCSA will regularly:

- Review this policy for relevance and effectiveness
- Monitor volunteer and community participation data where appropriate
- Act on feedback from users to improve access and inclusion