

WEYMOUTH FOOTBALL CLUB

SOCIAL MEDIA POLICY



DOCUMENT CONTROL

Document Ref:	Current Version:	Effective Date:	Review Cycle:
WFC-SG-SMP-01	1.0	To be Ratified	Annual

INTRODUCTION

This policy provides clear guidelines on the acceptable use of social media by everyone associated with Weymouth FC. This includes players (first team, reserves, and academy), coaching staff, board members, volunteers, and match-day staff.

As a semi-professional football club, our reputation depends on the collective behaviour of our people. This policy applies to official club accounts and personal social media accounts where an individual is identifiable as being connected to the club.

CORE PRINCIPLES

- **Responsibility:** You are personally responsible for the content you publish online. Once something is online, it can be shared, screenshotted, and permanently archived.
- **Respect:** Treat opposition players, fans, match officials, league staff, and teammates with respect.
- **Reputation:** Never publish content that could bring [Club Name] FC, its sponsors, or the league into disrepute.

OFFICIAL CLUB ACCOUNTS

- Only designated Media Officers or authorized individuals are permitted to post from official club accounts.
- Official posts must remain objective, professional, and aligned with the club's branding guidelines.
- Match updates, player signings, and commercial announcements must be approved by the [Media Manager / Club Secretary] before publication.

GUIDELINES FOR PERSONAL ACCOUNTS

While the club respects personal freedom of expression, the following rules apply to personal accounts when you can be identified as a representative of Weymouth FC:

- **Match Officials:** Do not criticize match officials, their decisions, or league administration. This can lead to heavy fines and suspensions for both you and the club from the Football Association (FA).

- *Confidentiality:* Do not post sensitive club information, including unannounced lineups, tactical plans, injuries, or internal dressing room matters.
- *Opposition and Fans:* Avoid engaging in online arguments or "flame wars" with opposition fans, players, or clubs. Maintain a dignified stance.
- *Sponsors:* Be mindful of club sponsors. Do not post content that directly conflicts with or damages our relationship with commercial partners.

DISCRIMINATION, BULLYING AND HARRASSMENT

Weymouth FC operates a zero-tolerance policy regarding discrimination.

You must not post, share, or like content that is derogatory, offensive, or discriminatory based on race, ethnicity, religion, gender, sexual orientation, disability, or age.

Cyberbullying, targeted harassment, or trolling of teammates or opponents will be treated with the utmost seriousness.

SAFEGUARDING AND YOUTH PLAYERS

- Adult players and staff must not engage in private messaging with academy or youth players under the age of 18 via social media.
- Any communication with youth players regarding training or matches must go through official channels (e.g., parental email or club-approved messaging apps) with parents/guardians copied in.
- Do not post photos or videos of youth players without explicit written consent from their parent or guardian.

ENFORCEMENT AND BREACHES

Failure to adhere to this policy will result in internal disciplinary action. Depending on the severity of the breach, consequences may include:

- A formal written warning.
- Temporary suspension from training and match selection.
- Monetary fines (where contractually permitted).
- Termination of registration, contract, or volunteer role.
- Referral to the Football Association or law enforcement for severe offenses.

AGREEMENT

All players and staff are required to sign a copy of this policy ahead of each season to acknowledge they have read, understood, and agreed to its terms.

APPENDIX A: SOCIAL MEDIA POLICY AGREEMENT FORM

Weymouth Football Club

Please read the Social Media Policy carefully. Once you have read and understood your responsibilities, please complete, sign, and return this form to the *Club Secretary* before the start of the competitive season.

By signing this form, you acknowledge that you have received a copy of the policy, understand its contents, and agree to abide by the rules outlined within it.

Personal Information

- *Full Name:* _____
- *Role at Club:* (e.g., First Team Player, Academy Coach, Volunteer)

- *Contact Number:* _____
- *Email Address:* _____

Social Media Handles (Optional but Recommended)

To help the media team tag you in official match day posts and graphics, please list your public handles below:

- *X (formerly Twitter):* @_____
- *Instagram:* @_____
- *TikTok / Other:* @_____

Declaration & Sign-Off

- I confirm that I have read and fully understand the Weymouth FC Social Media Policy.
- I understand that my online behaviour, even on personal accounts, reflects directly on the club, its community, and its sponsors.
- I agree to maintain a professional standard online and avoid posting content that violates league or FA guidelines.
- I accept that any breach of this policy may result in disciplinary action, including fines, suspension, or the termination of my contract/association with the club.

Signature: _____

Date: _____

(If the individual is under the age of 18, a parent or legal guardian must also sign below)

Parent/Guardian Signature: _____

Date: _____

DOCUMENT REVISION HISTORY (VERSION CONTROL LOG)5

This log tracking table details all historical amendments, authorization mandates, and iterations of this risk documentation framework.

Ver.	Release Date	Author / Role	Primary Changes Summary	Authorized Sign-off
1.0	28/09/2026	James Male Compliance	Initial document drafted, with appendix for tracking	**In Draft**