

E-Safety and Social Media Policy

Will Cowell

Head of Safeguarding, Welfare & Equality

Blackpool Football Club & Academy

October 2018



Social Media Policy

Blackpool Football Club & Academy recognise that many children and young people today are fully engaged in a fast moving and ever-changing world of technological advances, most children have access to computers and smartphones either in school and/or at home. In addition the increasing use of smartphone technology with access to the mobile internet means that there are few restrictions on when and where children have access to social media sites.

Blackpool Football Club & Academy aims to provide a service to our existing and future fans and as a result chooses to use a range of social media sites to engage with young fans. Blackpool Football Club & Academy is committed to safeguarding the welfare of children, young people and vulnerable adults who engage with the club on any social media sites used by the club and as a result has developed a policy to support the club's work on any such sites. The club recognises that any initial policy could very quickly develop into a more interactive involvement with young fans and therefore this policy will be reviewed on an annual basis or after the outcome of any serious issue or incident as a result of the use of social media sites by the club, by staff/volunteers or fans.

Aims

1. To engage young fans of the future.
2. To provide access to the club social network site(s) directly through the company main website (to reduce the risk of people finding fake profiles).
3. To regularly review the processes involved in the use of club social media sites by children under 18 years.
4. To ensure that appropriate reporting procedures are followed if any abusive or illegal content or activity is identified.



Delivery

Blackpool Football Club & Academy will be active on third party social networking sites that are known to engage with children, such as Twitter, Facebook, Instagram and YouTube.

Management

Stewart Hudson

Lewis Watterson (Under 18s)

Blackpool Football Club & Academy Social Network officers

Email: Stewart.hudson@blackpoolfc.co.uk

Lewis.watterson@blackpoolfc.co.uk

will be responsible for:

1. The internal management of any club social media systems commissioned or operated by the club. Where appropriate as in 2 above negotiate the establishment of any custom built or legally owned club social media sites which may be commissioned by the club.
2. Establishing with any commissioning (FL Group) or commissioned service provider, acceptable standards for the privacy and moderation of the service and establish any other safeguards required.
3. Ensuring that any partner agency abide by the rules and regulations of The Football League Guidance and The FA in that any comments posted are or may not be conceived as: offensive, insulting, abusive, threatening, racist, discriminatory or may cause offence or harm to others, including match or club officials, members of the club workforce, opposition teams or any person(s) associated with the activities of the club.



4. Deciding which links will appear on any club site and the acceptability of access to other sites.
5. Establishing acceptable use policy and sanctions for misuse. In addition clubs must cooperate with law enforcement agencies or The FL Group if required.
6. Manage any other key staff or volunteers who may be involved in the monitoring of any internal or third party sites used by the club.
7. Acting as the designated person who has contact with the Football League Group including FLi in addition being the point of telephone contact.
8. Ensuring that the safeguarding expectations of the club are included in any third party contracts.
9. Agreeing, in advance with contractor(s), privacy and safety tools including acceptable and unacceptable behaviour.

Monitoring:

Stewart Hudson and Lewis Watterson will be responsible for:

1. Monitoring legally approved use of club content of any third party websites used by the club, including Twitter, YouTube and similar sites.
2. Monitoring the acceptable use policy and clarify unacceptable behaviour including harassment, defamation, obscene or abusive language, the uploading of libellous material, defamatory, obscene, illegal or violent, or depicting nudity. This list is not exhaustive and club may wish to add additional issues.
3. Administering any sanctions for misuse which may include deletion of an account and / or cooperation with law enforcement or the FL Group including FLi.
4. If appropriate, will be the Webmaster or key monitoring staff who has contact with children and young people who interact with the clubs webpage or profile.



Training and Development:

Blackpool Football Club & Academy will support the **Lead Designated Person (Webmaster)** and other key monitoring staff or volunteers in understanding the responsibilities of the role by ensuring those staff have:

1. Been cleared for work in football through the FA CRB process.
2. Completed the FA Safeguarding Children Workshop and have the opportunity to attend annual Football League safeguarding workshops.
3. The opportunity to access recognised safeguarding training which addresses online safety issues, available at <http://www.ceop.police.uk/Training/>

The Football League Child Protection Advisor will assist in facilitating the training and development opportunities for this aspect of the club policy.

Blackpool Football Club & Academy has identified that:

1. The minimum age requirement for registration on club site(s) should be 13 years.
2. Any child under 13 years who wishes to register with **Blackpool Football Club & Academy** site will be required to provide a parent or guardian's email address in order that the club may gain parental consent.
3. Any commercial advertising which appears on parts of **Blackpool Football Club & Academy** website that is targeting children under 18 years will adhere to the relevant guidelines and codes of conduct for advertising to minors: The British Code of Advertising, Sales, Promotion and Direct Marketing www.capp.org.uk.
4. All personal information held or stored must be in line with The Data Protection Act 1998.

Terms and Conditions:

Terms of service will set out the legal conditions concerning the use of the service. These will be found by clicking through the tab at the bottom of the homepage, clicking to accept the terms and conditions will be a requirement of any user and will include:-



- Minimum age for registration and the registration process,
- Privacy and safety tools
- Acceptable use policy
- Data Protection
- Safety warning and information
- Moderation
- Information on code of conduct and the 'accept comment'

