



BLUEBIRDS TRUST SOCIAL MEDIA USE POLICY

Introduction

This document is drafted in accordance with the existing Rules adopted pursuant to a resolution of the Society at a General Meeting held on 20th June 2022 and the Best Practice guidance issued by the FSA.

This policy is for all Trust Board Members

Communication through social networking websites such as Facebook, Twitter, Instagram, linkedin and many others is now common practise.

The same common-sense approach applies to this form of communication, as they do to any other, in order to protect the interests and reputation of The Bluebirds Trust, the people who represent the organisation, work for the organisation, and our immediate colleagues.

Social Network Usage

- Do not divulge information confidential to The Bluebirds' Trust, its members, partners or suppliers.
- Ensure that they/you not conduct yourself in a way that is detrimental to The Bluebirds' Trust
- The Bluebirds' Trust does have a public profile, and as such can be subject to scrutiny by the media and public. This means we all need to take great care to ensure that you do not at any time use social media in a way that could in any way damage the reputation of colleagues or those we work with.
- This means you must behave in a way which ensures there is no negative impact on The Bluebirds Trust
- No inappropriate information, contact details, images, recordings or photos should be obtained



- Privacy and the reputation and feelings of others must be respected, at all times. Trust Board Members should obtain the permission of other colleagues before posting contact details or photos. It is in all our interests that you must not place on a website any comment, images or information that may cause embarrassment to The Bluebirds' Trust or to immediate colleagues
- As at all times, great care should be taken at all times online to avoid using language which could be deemed as offensive. One way of approaching this is to consider how what you were saying would be viewed if it was broadcast as an interview with you
- It is expected that members of the Board, the football manager or his deputy may make comments relating to the club finances, budgets, transfer or recruitment activity. Comments of this nature **MUST** be treated sensitively and ensure that there is no negative impact on Barrow AFC.
- Refrain from identifying yourself as working for The Bluebirds' Trust when engaging in online discussions that appertain to your employment but whilst using your personal user identity
- A personal conversation through social media can very quickly become very public, as is the case with any electronic communication. Unless the use or access is strictly for Bluebirds' Trust business purposes, you should certainly not make any personal posting, statement or comment that could in any way be taken as a comment from The Bluebirds Trust

Trust Board Members should be aware that blogs may create documents which the courts can order to be disclosed for use in litigation.

Disclaimer

All biographies on personal Twitter accounts or other social media accounts should state that "the views expressed are my own"

As with all our policies, any suspected breach of this policy will be treated seriously and investigated and may result in disciplinary action.

