



ASPLEY GUISE
FOOTBALL CLUB



<https://www.aspleyguisefc.co.uk>

ASPLEY GUISE FC

Aspley Guise Football Club

SOCIAL MEDIA POLICY

2026/27 SEASON



Applies to: All players (youth and adult), managers, coaches, volunteers, committee members, club staff and anyone representing Aspley Guise Football Club (AGFC).

Policy Statement

AGFC recognises that social media plays an important role in modern communication. It is a valuable tool for promoting the Club, celebrating achievements and strengthening our community.

However, online activity can impact individuals, teams and the reputation of the Club. What is posted publicly may remain accessible indefinitely and can have serious consequences.

This policy sets out expectations for responsible, respectful and safe use of social media by all individuals connected with AGFC.

Purpose

This policy aims to:

- **Protect the welfare and privacy of players, particularly those under 18**
 - **Safeguard the reputation of the Club and its members**
 - **Promote positive and respectful online conduct**
 - **Prevent disputes or safeguarding concerns arising from inappropriate posts**
 - **Provide clarity on how concerns will be managed**
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Scope

This policy applies to:

- **All senior and youth players**
- **Coaches and team managers**
- **Volunteers and matchday staff**
- **Committee members and club officials**
- **Anyone representing AGFC in any capacity**

It applies to all forms of online communication, including:

- **Social media platforms (e.g., Instagram, Facebook, X, TikTok, etc.)**
- **Messaging apps (e.g., WhatsApp, Messenger, Snapchat, etc.)**
- **Online forums or group chats & personal blogs or websites**



General Expectations

All members must act responsibly and respectfully online.

Think Before You Post

Before posting, ask yourself:

- **Would I say this face-to-face?**
- **Would I be comfortable if this was read out publicly?**
- **Does this reflect positively on myself and the Club?**

If in doubt — do not post.

Personal Social Media Accounts

Personal social media accounts must be kept separate from official Club activity.

Coaches, managers, volunteers, committee members and Club staff must:

- **Not become “friends,” followers or otherwise personally connected on social media with under 18 players, or with their parents or guardians, where the relationship exists solely through their role at the Club.**
- **Use official Club accounts or approved team communication channels for all Club related communications.**
- **Ensure appropriate security and privacy settings are enabled and reviewed regularly on all personal accounts.**
- **Be mindful that privacy settings do not guarantee confidentiality and that posts, comments, images and other activity may still be copied or shared publicly.**
- **Not use personal accounts to contact under 18 players privately or to discuss confidential Club matters.**
- **Ensure that content visible on their personal accounts does not undermine professional boundaries, safeguarding responsibilities or the reputation of the Club.**

Where a genuine family relationship or friendship existed before the individual became involved with the Club, this should be declared to the Designated Safeguarding Lead so that appropriate boundaries can be agreed.



Positive Conduct

Members are encouraged to:

- Celebrate achievements
- Support teammates and opponents
- Promote teamwork and community spirit
- Represent the Club in a positive manner

Prohibited Conduct

The following will not be tolerated:

- Racist, sexist, homophobic or discriminatory comments
- Bullying, harassment or abusive language
- Public criticism of referees, players, coaches or officials
- Offensive jokes, memes or inappropriate imagery
- Posting while angry in a way that may damage individuals or the Club
- Sharing confidential or sensitive club information

Serious breaches may result in disciplinary action and referral to appropriate authorities.

Safeguarding and Young People

Protecting children online is a priority.

- Do not post images of under-18s without parental/guardian consent.
- Do not share personal information about young players.
- Coaches must not engage in private one-to-one messaging with under-18 players. A parent/guardian or another adult should be copied into communications where appropriate.
- Messaging should remain professional and football-related.
- Avoid late-night communications with youth players.

Any safeguarding concern arising from online activity must be reported to the Designated Safeguarding Lead immediately.



Privacy and Confidentiality

Members must not share:

- Injury details
- Team selections prior to official release
- Internal disputes
- Financial matters
- Personal data or contact information

All members must comply with data protection legislation and respect confidentiality at all times.

Coaches and Managers

Coaches and managers hold positions of trust and must lead by example.

They must:

- Maintain professional boundaries online
- Avoid public criticism of players
- Refrain from engaging in online arguments
- Ensure team communication platforms remain appropriate and focused

Coaches are reminded that safeguarding standards apply equally online and offline.

Volunteers and Committee Members

Volunteers and officials must not:

- Speak on behalf of the Club unless authorised
- Discuss internal matters publicly
- Post information that could harm the Club's reputation

Individuals managing official Club accounts must ensure content is factual, inclusive and appropriate.



Images and Media Content

- Parental/guardian consent must be obtained before posting images of under-18s.
- Images or videos must not embarrass, mock or humiliate individuals.
- Requests to remove images must be respected promptly.

Official Club photography must comply with safeguarding guidance.

Reporting Concerns

If you see or experience inappropriate online behaviour connected to the Club:

- Do not engage or escalate the situation.
- Report the matter to the Chairperson, Secretary, Social Media Officer or Designated Safeguarding Lead.

All concerns will be handled sensitively and confidentially.

Breaches of This Policy

Where this policy is breached, the Club may:

- Request removal of content
- Issue informal guidance or warning
- Impose disciplinary measures
- Suspend or remove an individual from Club duties
- Refer matters to the relevant football authorities or the Police

All action will be proportionate to the seriousness of the breach.

Serious safeguarding or discriminatory issues may also be referred to The Football Association or statutory authorities.

Support and Advice

For advice or to raise concerns:

Chairperson

Yasmin Husbands

Yasmin@aspleyguisefc.co.uk

Secretary



Katy Way
secretary@aspleyguisefc.co.uk

Social Media Officer
Emma Slaney
socials@aspleyguisefc.co.uk

Designated Safeguarding Lead
Joanna Clay
welfare@aspleyguisefc.co.uk

Final Statement

Social media is a powerful tool when used responsibly.

All members of Aspley Guise Football Club are expected to act with integrity, respect and professionalism online, just as they would on the pitch.

Once something is posted online, it may remain there permanently. Represent yourself and the Club accordingly.
