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**Glasgow Girls & Women FC**  
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# Glasgow Girls FC

## Social Media Policy

*(In line with Scottish Women's Football requirements)*

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### 1. Policy Statement

Glasgow Girls FC recognises that social media provides positive opportunities to promote the Club, celebrate achievements and communicate with members and the wider community.

However, the Club also recognises the potential risks associated with online activity, particularly in relation to safeguarding children and young people.

This policy applies to all:

- Players
- Coaches and team officials
- Committee members
- Volunteers
- Parents/guardians
- Anyone representing or associated with the Club

All members must adhere to this policy alongside SWF Codes of Conduct and safeguarding policies.

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## **2. Aims of the Policy**

This policy aims to:

- Safeguard children and young people online
  - Protect members from online abuse or harm
  - Protect the reputation of Glasgow Girls FC
  - Provide clear guidance on appropriate online behaviour
  - Ensure compliance with SWF safeguarding standards
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## **3. Official Club Social Media Accounts**

Only authorised Club representatives may create or manage official Club social media accounts.

Club accounts must:

- Be approved by the Committee
- Have at least two named administrators
- Use official Club branding where appropriate
- Be used for Club-related purposes only
- Never publish personal contact details
- Avoid one-to-one private messaging with under-18 players

All login details must be securely stored and accessible to the Committee.

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## **4. Communication with Players (Under 18)**

To safeguard young people:

- Coaches must not engage in private one-to-one messaging with under-18 players via social media.
- Communication should take place in group formats (e.g. team group chats including at least two adults).
- Parents/guardians should be included where appropriate, especially for younger age groups.
- Personal accounts should not be used for direct communication with players.

Any safeguarding concerns must be reported to the Club Welfare Officer immediately.

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## **5. Use of Images & Video**

Glasgow Girls FC will:

- Obtain parental consent before publishing images of players under 18.
- Avoid using full names alongside images of children.
- Ensure images are appropriate and respectful.
- Remove images if consent is withdrawn.

Live streaming must only take place with Committee approval and in line with safeguarding guidance.

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## **6. Expected Behaviour Online**

All members must:

- Show respect to teammates, opponents, officials and other clubs
- Avoid abusive, discriminatory or offensive language
- Avoid posting content that could damage the reputation of the Club
- Avoid engaging in online arguments relating to football matters
- Consider the long-term impact of anything posted online

Posts that breach SWF Codes of Conduct may result in disciplinary action.

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## **7. Cyberbullying & Online Abuse**

Glasgow Girls FC has a zero-tolerance approach to:

- Cyberbullying
- Harassment
- Discriminatory comments
- Threatening behaviour

Any concerns should be reported to:

- The Club Welfare Officer
- A Committee member
- Or directly via SWF reporting procedures

Serious matters may be referred to relevant authorities.

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## **8. Personal Social Media Use**

Players, coaches and volunteers should:

- Make clear that personal opinions are their own
- Avoid identifying themselves as speaking on behalf of the Club unless authorised
- Use privacy settings appropriately
- Be mindful that screenshots can be shared beyond intended audiences

Coaches and officials are expected to maintain professional boundaries at all times.

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## **9. Reporting & Breaches**

Breaches of this policy may result in:

- Informal warning
- Formal disciplinary action
- Suspension
- Referral to SWF
- Referral to Police Scotland where appropriate

All concerns will be treated seriously and handled confidentially.

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## **10. Monitoring**

The Club Committee reserves the right to request removal of content that:

- Breaches this policy
- Damages the reputation of the Club
- Compromises safeguarding standards

Failure to comply may result in disciplinary action.

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## **11. Review**

This policy will be reviewed annually or following:

- Changes in SWF guidance
- Safeguarding updates
- Significant incidents

**Policy Adopted On:** 20/01/2025

**Review Date:** 20/01/2027

**Paul Davies (Trustee) - David McDermott (Chairperson)**