



Worcester City Women's Football Club ("WCWFC", "the Club")

Policy: **PR, communications and social media policy**

Purpose: To ensure that our club promotes, supports, and protects a culture of equality, diversity, and inclusion. We have a culture of commitment to those who play, support, and enjoy our football.

Values: Respectful, inspiring, successful, and exceptional

Scope: This policy applies to all employees, players, and volunteers. The policy is intended to ensure that any person involved in the Club understands their responsibilities and duties in respect of external public relations, internal and external communications and social media.

Associated policies: Equality, diversity and inclusion policy. Anti-harassment and anti-bullying policy.

WCWFC reserve the right to amend or withdraw this policy at any time.

Our commitment to you

The Club will work alongside employees, players, and volunteers to promote the Club positively and in line with the vision and values. The Club will manage communications internally and externally to support and build the reputation of the Club, women's football and the local community.

Your commitment to us

The Club expects all individuals associated with the Club's activities to support and promote the Club in a positive and proactive way. The Club's values underpin the behaviours of all individuals both on and off the pitch.

Any internal or external communications must be in line with our equality, diversity and inclusion policy and our anti-harassment and anti-bullying policy.

Individuals associated with the Club will make themselves available, with reasonable notice, to be interviewed, videoed, and photographed. Individuals maybe expected to write articles, social media posts or other forms of written communications. These outputs will be used for the promotion of Club activities both on and off the pitch.

Public Relations (“PR”)

For the purposes of this policy PR is defined as promoting the Club in a positive way through a professional process. Only those with Club authority should make statements on behalf of the Club.

Communications

For the purposes of this policy communications maybe verbal or written, internal or external and includes phone messaging such as text or WhatsApp.

Social Media

For the purposes of this policy social media is any online platform or app that that allows parties to communicate instantly with each other or to share data in a public forum. This includes social forums such as Facebook, Twitter, LinkedIn and so on. Social media also covers blogs, video, and image-sharing websites. This is not an exhaustive list.

The Club requires all forms of communication to be in line with vision and values of the Club.

Communications at the Club

The Club requires the appropriate and reasonable use of communications while fulfilling Club duties.

Whatever the form of communication, Club employees, players and volunteers must always be aware that they are representing the Club.

Communications should –

- make sure the communication has a purpose and benefit for the Club;
- obtain permission from the Club CEO before embarking on a public communications campaign; and
- check content is appropriate before publishing.

Communications should not –

- bring the Club into disrepute, for example, criticising or arguing with fans, colleagues or rivals;
- making defamatory comments about individuals or other organisations, clubs or groups;
- posting images that are inappropriate or links to inappropriate content;
- breach confidentiality, for example, revealing trade secrets or information owned by the Club, giving away information about a colleague or discussing the internal workings of the Club;
- breach copyright; or
- do anything that could be considered discriminatory against, or bullying or harassment of any individual, for example, making offensive or derogatory comments relating to a protected characteristic, using social media to bully another individual or posting images that are discriminatory or offensive.

Monitoring communications

The Club reserves the right to monitor the social media usage of those associated and acting on behalf of the Club. Monitoring will be conducted only when necessary and proportionate, and for legitimate interests and to ensure the use of communications in line with this policy.

Information obtained through monitoring will not be disclosed to third parties unless the Club is under a duty to report matters to a regulatory authority or to a law enforcement agency.

Personal social media

It is important that social media used in a personal capacity does not bring the Club into disrepute and follows the guidance above. Only the Club can allocate social media profiles using the Club's name or WCWFC.

Disciplinary action

Breaches of this policy may result in disciplinary action. Serious breaches of this policy, for example, incidents of bullying or harassment on social media, or seriously damaging the Club's reputation, may constitute gross misconduct and lead to summary dismissal.