

Birkenhead United AFC

Social Media Guidelines & Procedures



Purpose

To ensure that all social media activity by Birkenhead United AFC (BUAFC), its representatives, and members reflects the values and standards of the Club, promotes positive engagement, and protects the wellbeing of our players, volunteers, and wider community.

1. Official Accounts

- The Club's official social media accounts (e.g., Facebook, Instagram) are managed by approved administrators appointed by the Club Committee.
- Only approved personnel may post from or make changes to these accounts.
- All login credentials must be stored securely and updated when roles change.

2. Content Guidelines

What to Post:

- Match results, fixtures, and event reminders.
- Celebrations of player and team achievements.
- Photos/videos from games and training (with consent – see section 4).
- Club news, initiatives, events and community engagement.
- Sponsor acknowledgements and promotional partnerships.
- Positive stories reflecting the Club's values and culture.

What not to Post:

- Negative commentary about players, officials, opponents, or referees.
- Personal grievances, internal disputes, or club politics.
- Content that is discriminatory, offensive, or inappropriate.
- Images or videos of children/players without consent (see section 4).
- Anything that violates Football NZ or Northern Region Football rules.

Any social media post that mentions specific players, coaches, or members in relation to their health, wellbeing, injuries, or personal circumstances must be approved by the person in question and at least two appointed Club representatives before publication. This is to protect individual privacy and ensure messaging is appropriate and respectful.

3. Tone and Conduct

- Maintain a positive, inclusive, and professional tone.
- Avoid sarcasm, mockery, or inflammatory language.
- Respect differing opinions, never engage in online arguments.
- When in doubt: pause, check with a Committee member, then post.

4. Safeguarding – Use of Images of Children/Youth

- Always get parental/caregiver consent before posting images of U18 players.
- Use group photos over individual ones where possible.

- Avoid naming children in photo captions unless publicly acknowledged (e.g., award winners).
- No images in compromising or inappropriate situations (e.g., changing rooms).

5. Club Members' Personal Social Media Use

Birkenhead United AFC encourages positive sharing of club-related content by members (including players, parents, and supporters), but asks that all members observe the following:

- Be respectful of players, coaches, referees, volunteers, and other clubs.
- Do not post content that may bring the Club into disrepute or breach privacy/confidentiality.
- Avoid making public criticisms of team selections, tactics, officials, or Club decisions.
- Do not share sensitive Club matters (e.g., conflicts, disciplinary issues).
- Tag the Club responsibly when sharing positive content, and credit photographers when required.

5. Tagging and Privacy

- Do not tag children or young people in photos or posts.
- Be mindful of tagging individuals without their consent.
- Do not share personal details (e.g., email addresses, phone numbers) in public posts.

6. Crisis or Sensitive Situations

- Do not post about injuries, incidents, or disciplinary matters.
- Refer all media enquiries or sensitive issues to the Club Chair or Communications Lead.
- In the case of an error, remove the post promptly and issue a clarification if needed.

7. Personal Accounts – Club Members

- Coaches, managers, players, members, spectators and officials are expected to model positive behaviour online.
- Avoid commenting on Club matters in personal posts.
- Any social media activity that could reflect poorly on BU AFC may be subject to review by the Club Committee.
- Members are reminded that their personal views expressed on social media are their own and may not represent the official position of Birkenhead United AFC. If sharing opinions on football-related topics or club matters, members should clearly distinguish personal opinions from club communications, and avoid giving the impression that they speak on behalf of the Club.

8. Breaches and Consequences

- Any breach of these guidelines will be taken seriously.
- Depending on the nature of the breach, consequences may include post removal, formal warning or suspension from Club duties.