



# Social Media Content Policy For BWFC

## Introduction

This policy contains the rules and guidelines which govern the production of content for all official Bolton Wanderers Football Club, Bolton Whites and associated media channels. It should be read alongside other key policies.

The media channels include, but are not limited to, the official match day programme, press releases, media advisories, official club website, emails, Facebook, Twitter, Instagram, Snapchat, You tube and any other platform that is deemed to be an official voice of BWFC.

Social media is a powerful tool and can bring significant benefits to the Company, particularly for building relationships with current and potential customers.

However, it's important that employees who use social media within the Company do so in a way that enhances the Company's prospects and reputation. A misjudged post can generate complaints or damage the Company's reputation and there are also security and data protection issues to consider.

This policy applies to all members of staff who use the Company's official channels for business reasons, regardless of whether that social media use takes place on Company premises, while travelling for business or while working from home.

## Social brands

- Bolton Wanderers Football Club
- Bolton Whites Hotel
- Bolton Wanderers International Football Programme.
- BWFC Ticket Office
- Bolton Whites Leisure Club

## Responsibilities

It is an essential requirement of every employee who operates a Company social media account and/or produces content for an official media channel, to adhere to this policy at all times.

The Head of Marketing and Communications has the overall responsibility for any external output and their decision is final.

## General Guidelines

The Company recognises that social media and other media channels offer a platform for the company to perform marketing, stay connected with customers and build its online profile.

Regardless of which social networks or media channels that are being used, following the below simple rules will help avoid the most common pitfalls:

- **Know the social network.** Take time to become familiar with the social network platform before contributing. It's important to read any FAQs and understand what is acceptable on a platform before posting messages or updates.
- **If unsure, don't post it.** Always err on the side of caution when posting to social networks. If an employee feels an update or message might cause complaints or offence – or otherwise unsuitable – they should not post it and seek approval /advice from the Head of Marketing and Communications.
- **Be thoughtful and polite.** Many social media users have got into trouble simply by failing to observe basic good manners online. Employees should adopt the same level of courtesy used when communicating via email. Do not 'troll' other users or clubs/businesses. What may seem like fun, can easily backfire, cause offence and create negativity for the Company.
- **Look out for security threats.** Ensure that you remain vigilant whilst online and be on guard for social engineering and phishing attempts.
- **Don't make promises without checking.** Some social networks are very public, so employees should not make any commitments or promises on behalf of the Company without checking that the Company can deliver on the promises. Direct any enquiries to the Head of Marketing and Communications.
- **Handle complex queries via other channels.** Social networks are not a good place to resolve complicated enquiries and customer issues. Once a customer has made contact, employees should handle further communications via the most appropriate channel – usually email or telephone.
- **Don't escalate things.** It's easy to post a quick response to a contentious status update and then regret it. Employees should always take the time to think before responding, and hold back if they are in any doubt at all.
- **Maintain positivity at all time.** When reporting on a match/event it is easy to get carried away by the emotion of the game/event. It is crucial that you never post anything that may be perceived as negative or derogatory to the Company ( this includes but is not limited to : the Players , Football Management Team and Board of Directors)

## **Inappropriate Content and Uses**

Company social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring the company into disrepute.

When sharing an interesting blog post, article or piece of content, employees should always review the content thoroughly, and should never post a link based solely on a headline.

## **Potential Sanctions**

Any Employee found to be in breach of this social media policy will be subject to an immediate investigation under the rules of the Company's disciplinary procedure. This may result in a termination of employment for Gross Misconduct.

Employees may also be held personally liable for violating this policy.

Where appropriate, the company will involve the police or other law enforcement agencies in relation to breaches of this policy.

This policy will be reviewed annually.

**I can confirm that I have read the above and fully understand and agree to abide by this policy at all times.**

Name:

Position:

Signature:

Date:

**To be reviewed: July 2020**