



NC United FC Social Media Policy

Document Creation Date: 01/08/2025 – V1.0

1. Policy Statement

The Club recognises the benefits of social media in celebrating football activity, sharing information, and engaging with families. However, the Club is committed to safeguarding the welfare of children and young people and ensuring that all use of social media is appropriate, safe, and responsible.

This policy sets out the expectations and requirements for the use of social media in connection with the Club, its teams, coaches, volunteers, and players.

2. Scope

This policy applies to:

- All coaches, team officials, and volunteers
- Any social media account used to represent the Club or a Club team
- Any content involving children registered with the Club

This includes, but is not limited to:

- Facebook
- Instagram
- WhatsApp groups
- Messaging platforms
- Any other social networking or digital communication platforms

3. Declaration of Social Media Accounts

- Coaches and team officials must declare to the Club if they operate or intend to operate a social media account related to the Club or a Club team
- The Club must be informed of the platform name, account name, and purpose of the account
- No team or Club-related social media account may be created or used without the Club's knowledge and approval

4. Account Management and Access

- Any Club or team-related social media account must be managed by a person who holds a current, valid DBS check
- The account must be set to private and restricted to:





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- Parents or carers
- Immediate family members
- Approved Club officials
- Public or open-access accounts involving children are not permitted

5. Content and Privacy

The following must be adhered to at all times:

- No child's personal details may be shared, including:
 - Full names
 - Dates of birth
 - Addresses
 - School details
- Content must be respectful, appropriate, and football-related
- Images or videos must not be used in a way that could cause embarrassment, distress, or risk to a child
- No direct private messaging between a coach and a child is permitted

6. Parental Consent

- Written parental consent must be obtained before any child appears in photos, videos, or content shared on social media
- Consent must be obtained from all parents/carers of children involved in the content
- Parents/carers have the right to withdraw consent at any time, and content must be removed promptly if requested

7. Expectations of Behaviour

Coaches and volunteers:

- Must maintain professional boundaries online
- Must not engage in inappropriate discussions or commentary
- Must not use social media to criticise players, parents, officials, or other clubs





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- Are expected to follow the FA Codes of Conduct when using social media

8. Breaches of Policy

Any concerns, inappropriate content, or breaches of this policy should be reported immediately to the Club Welfare Officer.

Failure to comply with this policy may result in:

- Disciplinary action in line with Club procedures
- Referral to the County FA where appropriate

Updated: 18/12/2025

Review Date: 18/12/2026

Approved by: NC United Committee

