

Frome Netball Club

Social Media Policy

This Policy provides guidance for all Frome Netball Club Members, participants, connected participants, Volunteers, Staff, organisations and 3rd parties to help them understand the acceptable standards of use of Social Media in netball.

1. Purpose and Scope

Frome Netball Club encourages the safe and positive use of social media to celebrate achievements, share news, and promote our club and the sport of netball.

This policy applies to all members, players, coaches, volunteers, parents/guardians, and anyone representing the club online.

Our aim is to:

- Keep all members, especially young people, safe online.
 - Protect the reputation of individuals, the club, and the sport.
 - Provide clear guidance on the appropriate use of social media.
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2. General Principles

- Be respectful – never use social media to insult, criticise, or bully other players, officials, teams, or clubs.
 - Think before posting – once online, content can be shared widely and permanently.
 - Keep personal and club accounts separate where possible.
 - Do not post private or confidential club information.
 - The club follows the principle: Pause and think before you post.
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3. Coaches, Volunteers & Adults in Positions of Trust

- Do not communicate one-to-one with under-18s via private messages.
 - Group chats for junior teams must include parents/guardians and ideally another committee member or the Club Safeguarding Officer.
 - Coaches and volunteers should not “friend” or “follow” junior players on personal accounts.
 - Use club-managed accounts for all netball-related communication.
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4. Players

- Use social media positively to promote yourself, your team, and the club.
 - Avoid negative comments about others.
 - Respect privacy – do not share teammates’ personal information without consent.
 - Remember you are representing Frome Netball Club when posting about the club.
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5. Photos and Videos

- Parental/guardian consent is required before sharing images of junior players.
 - Group/team photos are preferred over identifying individuals.
 - Do not tag under-18s in photos.
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6. Reporting Concerns

- Any misuse of social media should be reported to the Club Safeguarding Officer or a committee member.
 - Serious concerns (bullying, safeguarding, threats, or illegal activity) may also be referred to England Netball, the NSPCC, or the police.
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7. Administration of Club Accounts

- All club social media accounts must have at least two administrators.
- Passwords should be changed when administrators leave.
- Club accounts are to be used for communication, promotion, and celebrating achievements – not for personal opinions.

****Up to date as of 30/08/2025****