Newcastle West End FC
Social Media Policy and Code of Conduct.

The following guidance applies to all forms of social media platforms that are associated with or refer to Newcastle West End FC. (The Club).

Newcastle West End FC will run operate and manage their own Official social media platforms, these will be used for the purposes of the club activities and its promotion.

Before engaging in social media use relating to the club or its members, coaches, players, and volunteers are required to seek permission from the club management and to inform the club committee of their intentions. (Team pages etc).

All social media accounts set up using a personal email address will not be controlled by the club, information or articles posted should not be linked directly back to the club in any way without express permission of the committee.

Such social media accounts must state that all views, statements shared are of a personal view, and not mislead anyone into thinking that the club are responsible or in agreement with any post to minimise or avoid the risk of detriment to the club.

Members and volunteers who use social media assume overall responsibility for managing and moderating their accounts. The club committee have a responsibility to police such accounts to ensure that content is appropriate and in line with our policies, should any request be made by the club for the removal of content at any time this must be adhered to.

Members and volunteers have a responsibility to familiarise themselves with safety aspects pertaining to social media use – this includes awareness of what is considered acceptable and unacceptable behaviour on a social-networking.

Members and volunteers must keep up to date with current legislation and good practice guidance pertaining to social media companies and adhere to relevant legislation relating to communications, e.g., Communications Act 2003, Malicious Communications Act 1998 etc.

Members and volunteers must be aware of how this policy links into other policies such as Equality and Anti-bullying Policies and the Reporting Procedures.

Members and volunteers have a legal and moral duty to respond to any indications that illegal activity is taking place by informing the Club Welfare Officer, who will refer the concern to the relevant statutory agencies and service providers.

Members, Coaches, and volunteers must:

Use their social-networking page as a communications platform only – to communicate on a generic basis with supporters, players, parents, guardians, and children / young people, e.g., ‘training has been cancelled tonight due to adverse weather conditions.

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Ensure that the highest privacy and security settings always remain activated!
activate all swear filters to block any foul language being disseminated to users.
where possible, monitor and view all written and visual content before accepting and posting it live.

Delete and remove any inappropriate written content or images that would compromise the welfare of children and young people or the ethos of the club.

Obtain written parental / guardian consent before posting pictures of children and young people who engage in club activities (which are not already covered).

Communicate to third parties (i.e., spectators or venues) that it is their responsibility to obtain consent before passing on images of club activities to be posted on social-networking sites. The club will not be held liable for third party actions.

Ensure, if using Facebook, they only communicate with children over the age of 13 (in line with network provider's guidelines), always through an official site, and that communication relates directly to association activities (training / matches).

Respond to online bullying and report it to the correct club appointed person - what is said online should be treated as if said in real time.

Post factual comments only. Do not enter a debate regarding a match result etc.

Promote safe, responsible use of social media and always maintain professionalism.

Adhere to all best practice guidelines, as outlined in this document and any further correspondence which may be implemented,

Members and volunteers must never:

Become friends via their own social media account with young people for whom they are in a position of responsibility.

Communicate or share images via their personal social-network account with children and young people involved in the clubs' programmes.

Post any written or visual material that compromises the ethos and values of Newcastle West End FC.

Engage in inappropriate communication with children and young people.

Engage in grooming behaviour or behaviour that could be misconstrued as grooming.

Engage in bullying behaviour on social networking sites.

Ridicule a child or young person by posting video images, whether intentionally or not. What may be funny to you may not be funny to others.

Use foul, abusive, sectarian, racist, discriminatory, or sexualised language.

Post or comment on any issues relating to match officials, other clubs or teams that may be seen as offensive, or in bad nature.

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All comments on social-networking sites will be considered as public comment and will be treated as such.

Newcastle West End FC therefore reserve the right to take disciplinary action in cases involving social networking where the welfare of a child or young person is compromised or where the actions of a member, Coach, player, or volunteer bring the club into disrepute.

This Policy was revised and adopted by the committee at a policy clinic meeting on Sunday 30th August 2026.

Name: Ryan Abraham Signed: R. Abraham

Position: Club Secretary / General Manager Date: 30/08/2026

Name: Sean Morrissey Signed: S Morrissey

Position: Club Treasurer Date: 30/08/2026

Name: Alana Ruddick Signed: A Ruddick

Position: Club Chairperson Date: 30/08/2026

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