



THE GORDON RIGG BRADFORD PREMIER LEAGUE



SOCIAL MEDIA & PUBLICATIONS POLICY

OVERVIEW

Social Media is changing the way we communicate. This policy has been developed to inform the Bradford Premier League community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations.

The impact of social media can be extremely positive for clubs as they promote their activities, but there are real dangers too. Clubs have a big role to play in ensuring their players and officials do not overstep the mark and post any material that is abusive, discriminatory, racist, harassing, threatening, demeaning, defamatory or libellous where it is related to or there is reference to the Bradford Premier League or its business, competitions, teams, participants, events, sponsors, members or reputation.

This policy provides practical guidance allowing all parties to benefit from the use of social media, to promote their club and its activities while minimising potential risks and protecting those involved. This policy assists to establish a culture of openness, trust and integrity in all online activities related to Bradford Premier League.

Within the policy are our guidelines for the Bradford Premier League community to engage in when making statements on social media. The guidelines and sanctions for breaching this policy also apply when publishing on club websites, producing match programmes, making statements to newspapers, radio and television.

COVERAGE

This policy applies to all persons involved with the activities of the Bradford Premier League.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to the Bradford Premier League or its business, competitions, teams, participants, events, sponsors, members or reputation.

SCOPE

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This policy also covers the production of match programmes, statements on club websites and statements made to newspapers, radio or TV.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Club websites
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online voting or polls



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- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

THIS POLICY IS APPLICABLE TO

- I. An officially designated individual representing the Bradford Premier League on social media, editing the league website, producing publications on its behalf or making statements to newspapers, radio or television.
- II. Anybody posting content on social media on behalf of a club or as an individual in relation to the Bradford Premier League that might affect the Bradford Premier League, its officials, clubs, umpires, scorers, events, sponsors and reputation.
- III. Anybody writing on club websites, producing publications or making statements to newspapers, radio or television that might affect the Bradford Premier League, its officials, clubs, umpires, scorers, events, sponsors and reputation.

REPRESENT BOTH YOURSELF AND BPL APPROPRIATELY AT ALL TIMES

- I. As a part of Bradford Premier League community, you are an extension of the Bradford Premier League brand and should not post or print content harmful to its competitions, teams, participants, events, sponsors, members or reputation

BRANDING AND INTELLECTUAL PROPERTY OF BRADFORD PREMIER LEAGUE

- I. You must not use any of the Bradford Premier League's intellectual property or imagery on your personal social media without prior approval from the Bradford Premier League.
- II. The Bradford Premier League's intellectual property includes but is not limited to:
 - logos
 - Imagery which has been posted on the Bradford Premier League official social media sites or website.
 - You must not create either an official or unofficial Bradford Premier League presence using the organisation's trademarks or name without prior approval from the league.
 - You must not imply that you are authorised to speak on behalf of the Bradford Premier League unless you have been given official authorisation to do so by the league's Chief Executive.

POLICY BREACHES

Breaches of this policy include but are not limited to:

- I. Using the Bradford Premier League's name or, crest in a way that would result in a negative impact for the organisation.
- II. Posting, sharing, printing or broadcasting any content that is abusive, discriminatory, racist, harassing, threatening, demeaning, defamatory or libellous where it is related to or there is reference to the Bradford Premier League or its business, competitions, teams, participants, events, sponsors, members or reputation.



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- III. Posting, sharing, printing or broadcasting any content that includes insulting, obscene, offensive, provocative or hateful language where it is related to or there is reference to the Bradford Premier League or its business, competitions, teams, participants, events, sponsors, members or reputation.
- IV. Posting, sharing, printing or broadcasting any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- V. Using the Bradford Premier League's name or, crest in a way that would result in a negative impact for the organisation.
- VI. Posting, sharing, printing or broadcasting any content that is abusive, discriminatory, racist, harassing, threatening, demeaning, defamatory or libellous where it is related to or there is reference to the Bradford Premier League or its business, competitions, teams, participants, events, sponsors, members or reputation.
- VII. Posting, sharing, printing or broadcasting any content that includes insulting, obscene, offensive, provocative or hateful language where it is related to or there is reference to the Bradford Premier League or its business, competitions, teams, participants, events, sponsors, members or reputation.
- VIII. Posting, sharing, printing or broadcasting any content, which if said in person during the playing of the game would result in a breach of the rules of the game.

REPORTING A BREACH

If you notice inappropriate or unlawful content online relating to the Bradford Premier League or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Complaints about the misuse of social media in relation to matters directly involving the Bradford Premier League or damaging its reputation should be emailed to discipline@bradfordcl.com

POLICIES OR REGULATIONS.

Where it is considered necessary, the Bradford Premier League may report a breach of this social media policy to police.

- I. **Disciplinary process, consequences and appeals**

After receiving a complaint, the Disciplinary Recorder will notify the club secretary of the involved parties in the alleged breach by email giving full details.
- II. They will discuss how the matter will be handled and the club will be given seven days in which to respond to the complaint with details of the actions they have taken or are proposing to take.
- III. If the Disciplinary Recorder considers the actions taken are insufficient, he will arrange for the case to be heard by a League Panel.
- IV. The club will be given seven days' notice of the date and venue and will be entitled to representation by two officials to present their case. The procedure for the meeting is set out in the Bradford Premier League procedure for all hearings.



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PUNISHMENTS

- These may include but not limited to:
- Written warning
- Final warning
- Order to remove offensive material
- A full apology
- Playing suspension
- Suspension from all Bradford Premier League activities
- Points deduction
- Fines
- Disrepute charge
- Requirement to undergo EDI training

Appeals

Any person or club who is sanctioned under a disciplinary process for breach of this policy has a right of appeal.

Related policies

- Code of Conduct
- EDI Policy
- ECB Anti-Discrimination Policy
- ECB Safeguarding Policy
- ECB Disciplinary Regulations
- Hearings Procedure
- Appeals Procedure

Other legal consideration may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws,
- Privacy, confidentiality and information security laws
- Anti-discrimination laws



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USEFUL GUIDANCE

1 GUIDELINES

- I. You must adhere to the following guidelines when using social media related to Bradford Premier League or its business, competitions, teams, participants, events, sponsors, members or reputation.
- II. Use common sense whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

2 PROTECTING YOUR PRIVACY

- I. Be smart about protecting yourself and your privacy. When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.
- II. Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

3 HONESTY

- I. Your honesty - or dishonesty - may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. The Bradford Premier League recommends erring on the side of caution – if in doubt, do not post or upload.
- II. Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have with a club or the Bradford Premier League.
- III. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

4 USE OF DISCLAIMERS

- I. Wherever practical, include a prominent disclaimer stating who you are affiliated with (e.g. your club) and that anything you publish is your personal opinion and that you are not speaking officially.
- II. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

5 RESPECT CONFIDENTIALITY AND SENSITIVITY

- I. When using social media, you must maintain the privacy of Bradford Premier League confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of the Bradford Premier League.



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- II. Remember, if you are online, you are on the record—much of the content posted online is public and searchable. It is perfectly acceptable to talk about Bradford Premier League and have a dialogue with the community, but it is not okay to publish confidential information of the Bradford Premier League.
- III. When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

6 PERMISSIONS

- I. Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.
- II. You must obtain express permission from an individual to use a direct, clearly identifiable image of that person. You should also refrain from posting any information or photos of a sensitive nature. This could include incidents or controversial events on the field of play.
- III. In every instance, you need to have consent of the owner of copyright in the image.

7 COMPLYING WITH APPLICABLE LAWS

- I. Do not post or link to content that contains illegal or indecent content, including defamatory, discriminatory, vilifying or misleading and deceptive content.
- II. Abiding by copyright laws It is critical that you comply with the laws governing copyright in relation to material owned by others and Bradford Premier League own copyrights. You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

8 DISCRIMINATION, SEXUAL HARASSMENT AND BULLYING

- I. The public in general, and Bradford Premier League, reflect a diverse set of customs, values and points of view. You must not post, print or broadcast any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

9 AVOIDING CONTROVERSIAL ISSUES

- I. If you see misrepresentations made about the Bradford Premier League in the media, you may point that out to the relevant authority. Always do so with respect and with the facts.
- II. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.



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10 DEALING WITH MISTAKES

- I. If an individual or club makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so.
- II. If someone accuses you or your club of posting or publishing something improper (such as their copyrighted material or a discriminatory or defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice. Conscientious behaviour and awareness of the consequences Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your club at risk.

Remember: If in doubt strike it out. Do not post or print anything you will regret later

Adopted: February 2022

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