

*Social Media Policy

Southend United Football Club recognise that many children and young people today are fully engaged in a fast moving and ever-changing world of technological advances, most children have access to computers and Smartphone's either in school and/or at home. In addition, the increasing use of Smartphone technology with access to the mobile internet means that there are few restrictions on when and where children have access to social media sites.

Southend United Football Club aims to provide a service to our existing and future fans and as a result chooses to use a range of social media sites to engage with young fans. Southend United Football Club is committed to safeguarding the welfare of children and young people who engage with the club on any social media sites used by the club and as a result has developed a policy to support the club's work on any such sites. The club recognises that any initial policy could very quickly develop into a more interactive involvement with young fans and therefore this policy will be reviewed on an annual basis or after the outcome of any serious issue or incident as a result of the use of social media sites by the club, by staff/volunteers or fans.

The Aims of this Policy are:

- To engage young fans of the future.
- To provide a young fans page which will allow children to participate in a range of activities including: educational opportunities, club, player and other news items, games and online access to registration for the club and Community Trust Soccer School registration.
- To ensure the club site has direct links to e-safety safeguarding information incorporated including access to [Child Exploitation and Online Protection \(CEOP\)](#) link 'click to report button'.
- Provide links to [www.TheFA.com](http://www.thefa.com) <<http://www.thefa.com/>> 'Staying Safe Online' pages.
- To provide access to the club social network site(s) directly through the company main website (to reduce the risk of people finding fake profiles).
- To regularly review the processes involved in the use of club social media sites by children under 18 years of age.
- To ensure that appropriate reporting procedures are followed if any abusive or illegal content or activity is identified.



Safeguarding Children Policy and Procedures (cont'd)

Delivery

Southend United Football Club will be active on third party social networking sites which are known to engage with children, details as follows:

Facebook: www.facebook.com/SouthendUnitedFC
<<http://www.facebook.com/SouthendUnitedFC>>

Twitter: twitter.com/SUFCRootsHall.

Instagram: <https://www.instagram.com/sufcrootshall/?hl=en>

Linkedin: <https://www.linkedin.com/in/southend-united-football-club-93696a106/>

SnapChat (App)

Management

Matt Mundy; Media and Marketing Manager, email: matt.mundy@southend-united.co.uk Tel: 01702 304119
(assisted by Callum Bishop, Media and Marketing Assistant email: callum.bishop@southend-united.co.uk)

Will be responsible for: -

- The internal management of any club social media systems commissioned or operated by the club. Where appropriate as in 2 above negotiate the establishment of any custom built or legally owned club social media sites which may be commissioned by the club.
- Establishing with any commissioning (EFL Group) or commissioned service provider, acceptable standards for the privacy and moderation of the service and establish any other safeguards required.
- Ensuring that any partner agency abide by the rules and regulations of The EFL Guidance and The FA in that any comments posted are or may not be conceived as: offensive, insulting, abusive, threatening, racist, discriminatory or may cause offence or harm to others, including match or club officials, members of the club workforce, opposition teams or any person(s) associated with the activities of the club.
- Deciding which links will appear on any club site and the acceptability of access to other sites.
- Establishing acceptable use policy and sanctions for misuse. In addition, clubs must cooperate with law enforcement agencies or The EFL Group if required.
- Manage any other key staff or volunteers who may be involved in the monitoring of any internal or third-party sites used by the club.
- Acting as the designated person who has contact with the EFL Group including FLi in addition being the point of telephone contact.
- Ensuring that the safeguarding expectations of the club are included in any third-party contracts.
- Agreeing, in advance with contractor(s), privacy and safety tools including acceptable and unacceptable behaviour.



Safeguarding Children Policy and Procedures (cont'd)

Monitoring legally approved use of club content of any third-party websites used by the club, including Twitter, YouTube and similar sites.

Monitoring:

Matt Mundy Media and Marketing Manager, email: matt.mundy@southend-united.co.uk Tel: 01702 304119
(assisted by Callum Bishop, Media and Marketing Assistant email: callum.bishop@southend-united.co.uk)

Will be responsible for:

- Monitoring the acceptable use policy and clarify unacceptable behaviour including harassment, defamation, obscene or abusive language, the uploading of libellous material, defamatory, obscene, illegal or violent, or depicting nudity. This list is not exhaustive, and club may wish to add additional issues.
- Administering any sanctions for misuse which may include deletion of an account and / or cooperation with law enforcement or the EFL Group including FLi.
- If appropriate, will be the Webmaster or key monitoring staff who has contact with children and young people who interact with the club's webpage or profile.

Training and development:

Southend United Football Club will support Matt Mundy and other key monitoring staff or volunteers in understanding the responsibilities of the role by ensuring the relevant staff have:

- Been cleared for work in football through the FA CRC process, as appropriate.
- Completed the FA Safeguarding Children Workshop and have the opportunity to attend annual EFL safeguarding workshops.
- The opportunity to access recognised safeguarding training which addresses online safety issues, available at <https://www.thinkuknow.co.uk/professionals/training/>

The EFL Child Protection Advisor will assist in facilitating the training and development opportunities for this aspect of the club policy.

Target Age:

Southend United Football Club has identified that: -

- The minimum age requirement for registration on club site(s) should be 13 years.
- Any child under 13 years who wishes to register with Southend United Football Club sites will be required to provide a parent or guardian's email address in order that the club may gain parental consent.
- Any commercial advertising which appears on parts of SUFC website that is targeting children under 18 years of age will adhere to the relevant guidelines and codes of conduct for advertising to minors, guidance can be found at:

<https://www.gov.uk/marketing-advertising-law/advertising-codes-of-practice>

<https://www.asa.org.uk/codes-and-rulings/advertising-codes.html>

- All personal information held or stored must be in line with The Data Protection Act 1998 & GDPR 2018

Safeguarding Children Policy and Procedures (cont'd)



Terms and Conditions

Terms of service will set out the legal conditions concerning the use of the service. These will be found by clicking through the tab at the bottom of the homepage, clicking to accept the terms and conditions will be a requirement of any user and will include: -

Minimum age for registration and the registration process,
Privacy and safety tools, Acceptable use policy
Data Protection, Safety warning and information, Moderation

Information on code of conduct and the 'accept comment'

For further information about staying safe online please refer to:

Child Exploitation and Online Protection Centre (CEOP)

www.ceop.police.uk Tel: 0870 000 3344 or 0370 496 7622 www.thinkuknow.co.uk

CEOP provides a 24/7 single point of contact for law enforcement, industry, non-government organisations and the public for reporting instances of child abuse or potential abuse in the UK

Safeguarding Children Policy & Procedures

Guidance for Club Officials - Managing Social Media Sites

Southend United Football Club is committed to safeguarding children. If any member of SUFC creates/operates a social media site they are advised to adhere to the following guidance provided by the Football Association to ensure their responsible use of the Clubs Web Pages and Social Networking Sites. This also includes the use of Texts and Emails.





Safeguarding Children Policy & Procedures

Guidance for Parents & Carers - Social Media Sites



The Following is SUFC Code of Conduct for Parents and Carers in relation to the responsible use of Trust Web pages, Social Networking Sites, Texts and Emails.

Southend United Football Club is committed to safeguarding children and acknowledges that whilst the internet brings many benefits and opportunities it also opens up some new risks

<p style="text-align: center;">Do</p> <p>Place the CEOP, 'Report Abuse' app on your web site and links to the www.ThinkUKnow.co.uk website   Explore CEOP which gives highly effective and age appropriate advice to children, parents/ carers</p>	<p style="text-align: center;">Do Not</p>
<p>Consider what benefits you feel hosting message boards, forums or blogs will bring to the running and organisation of your club when compared to the potential risks. If you decide to use these methods of communication, ensure that they are password protected and only allow comments to be posted by individuals known and permitted access by the club.</p> <p>Develop a social media policy and provide all users with The English Football League's (EFL) best practice guidance on using social networking sites</p> <p>Appoint an appropriate adult(s) to manage and frequently monitor the content of the website and any social network site(s)</p> <p>Make sure everyone within your club knows who is responsible for monitoring the content of the club website and social networking areas and how to contact them. SUFC Media & Marketing Manager is Matt Mundy email: matt.mundy@southend-united.co.uk T.01702304119 (assisted by Callum Bishop, Media and Marketing Assistant email: callum.bishop@southend-united.co.uk)</p> <p>Adopt and apply the guidance within The EFL policy, 'Celebrating Football Thorough Photographic Images and other Media'</p> <p>Remember that the club is responsible for all content contained within websites, forums, blogs, tweets or social networking areas maintained by the club</p> <p>Seek written consent annually, or for the period of the contract, from the parent / guardian of all players under 18 for information and images to be placed on any EFL or club media site.</p> <p>Ensure Article 24 and 25 of The EFL Ground Regulations are visible on your club webpage and displayed appropriately at the stadium</p> <p>Frequently monitor the content of the above and use the Club Codes of Conduct, the guidance provided by The EFL and The FA's Rules and Regulations, as a guide to acceptable behaviour including behaviour online.</p> <p>REMEMBER - Place the CEOP, 'Report Abuse' app on your web site and links to the www.ThinkUKnow.co.uk website</p>	<p>Host any player profiles or personal details of young players on club sites without the written consent of their parental/carer</p> <p>Place pictures of individuals on EFL Club WebPages without the express permission of parents/carers. (In relation to match day attendance see Article 24 and 25 of EFL Regulations for further clarification)</p> <p>Post or host items which may be considered to be hurtful, insulting, offensive, abusive, threatening, racist or discriminatory or which may otherwise cause offence or harm to another or might incite such behaviour in others</p>

and challenges; that's why The EFL and The FA have teamed up with the Child Exploitation and Online Protection (CEOP) Centre to promote online safety and vigilance. Guidance is offered for parents/carers on how to help children stay safe online. This can be found at <http://www.thinkuknow.co.uk/parents> and <http://www.ceop.police.uk>

Southend United Football Club would ask you as a parent/carer to be aware of the following best practice promoted within football. If you need further advice or guidance please contact the Club's Senior Safeguarding Manager or the Designated Safeguarding Officer.

Do abide by the Club guidance on the use of Social Media sites by: -

Knowing who the Clubs Senior Safeguarding Manager and Designated Safeguarding Officer are and how to contact them if you have any concerns about the content of club web pages or in relation to the welfare of your child.

Ensuring you are aware of how coaches, managers and other members of the club should communicate with your child.

Showing an interest in communications between the club, your child and yourself. Open communication about club activities/issues often means that concerns are picked up early and issues can be resolved more easily.

Familiarising yourself with The EFL guidance for clubs in relation to websites, text messaging and social networking sites.

Familiarising yourself with the Social Networking sites your child is using. Did you know children U13 are not supposed to use Facebook? 13-17-year olds are given different 'set up' security features within Facebook so please ensure that they are set up correctly using their real DOB and haven't bypassed this.

Understanding the club's communication practices. If the club uses text messages or emails as a source of communication and you are not being copied in, request to be copied into anything sent to your child immediately.

Ensuring your child understands that they should tell someone that they trust about communications that make them feel uncomfortable or when they've been asked not to tell their parent/carer or coach about the communication.

Remembering as a parent/carer of a child at the club you and your child are responsible for and need to abide by the Club Policy, The EFL Policy Guidance and The FA Rules and Regulations regarding comments that you place online about the Club or Club Officials, The EFL, players, managers, match officials, opposing team's players or family members of any of those groups.

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Inform the Club Senior Safeguarding Manager or Designated Safeguarding Officer as soon as possible if you or your child receives any inappropriate communication from any member of staff/volunteer or other person associated with the club and save the communication.

Follow the guidance given by the NSPCC 'Let's Keep Kids Safe Online'

<https://www.nspcc.org.uk/preventing-abuse/keeping-children-safe/online-safety/>

If your son or daughter receives images or messages which are offensive, threatening, or unsuitable please copy and save them elsewhere or print them off before removing or

destroying them. They may be needed as evidence by the SSM/DSO or other agencies involved in the protection of children online.

Look at the guidance offered by the Child Exploitation Online Protection (CEOP) centre; they provide guidance for parents/carers, children and young people. They also provide the most up to date guidance for online environments.

If you have serious online concerns for the welfare of your child report it directly to CEOP: <http://www.ceop.police.uk> and speak to the SSM/DSO as soon as possible.

- or use the 'click to report' button



Acknowledgements

The FA would like to acknowledge that the development of this guidance has been assisted by guidance written by the Amateur Swimming Association, England and Wales Cricket Board, Child Protection in Sport Unit and Child Exploitation Online Protection centre.

Safeguarding Children Policy & Procedures

Guidance for Staff and Volunteers - Social Media Sites

The following is SUFC Code of Conduct for Staff and Volunteers in relation to the responsible use of Trust Web pages, Social Networking Sites, Texts and Emails.



Southend United Football Club is committed to safeguarding children. The following guidance is provided not as an obstacle but to support the club to manage their safeguarding responsibilities effectively. It aims to ensure children, young people, coaches and adults in a position of trust employed or volunteering with Southend United Football Club are not subjected to improper communications or improper allegations.

Do:	Do Not
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Obtain written consent from parents/carers before group email or texts are used to communicate with any child U18s

Know who the club Designated Officers are:
SUFC SSM – Amanda Balcomb T: 01702 304113 E: Amanda.balcomb@southend-united.co.uk

SUFC DSO - Elaine Hume T: 07730 529471
E: elaine.hume@southend-united.co.uk.

Explain to parents/carers and club members the purpose and method for coaches, team managers and club officials to communicate by text and/or email with their child

Use group texts or emails whenever possible and consider a club policy for copying in the parent/carer or the designated member of the club to all communications with young people

Make sure texts or emails are only in relation to specific club related activities e.g. informing young people about changes in travel arrangements, training times or venue changes etc

Report to the Club SSM/DSO any instance(s) where you have received any inappropriate communications from a young person or a family member. The SSM/DSO will then agree what action the club will take, notifying parents/carers and any other appropriate individuals or agencies

Abide by this Club Code of Conduct in relation to the use of Social Media Networking sites, Mobile Phones and E-communications. Advise your Club SSM/DSO/Designated person of any non-club related emails/texts/other communication you receive.

Use text or emails for personal conversations, sending pictures, jokes or other items of a personal nature or engage in any 'banter' or comments with or about children at the club

Use internet or web based mobile phones or other form of communications to send personal messages of a non-football nature to a child or young person

Respond to emails or texts from young people other than those directly related to club matters.

Use language that is directly (or could be misinterpreted as being) racist, sexist, derogatory, threatening, abusive or sexualised in tone

Accept as a friend, young players or any person employed or volunteering at the club who is U18 on social networking sites

Share your own personal social networking sites with children or young people involved at the football club or ask them to be your 'friend'

Make contact with children or young people known through football outside of the football context on social networking sites

Post personal comments in relation to the management or operation of the club, club officials, match officials, children, parent/guardian or opposition teams or any family members of those groups

Delete any inappropriate text or email messages sent to you as they may form part of any subsequent investigation.

Safeguarding Children Policy & Procedures

Guidance for Children & Young People under 18 years

The following is SUFC Code of Conduct for U18s in relation to the responsible use of Trust Web pages, Social Networking Sites, Texts and Emails.



Mobile technology is a key part of everyday life and includes how and where you may find information about your football club. It is a great way to get and share information. Within Southend United Football Club, we want you to use social networks, the internet, texts and email safely to find the information you need. The EFL is committed to safeguarding your welfare and has worked with The FA to produce the guidance below to help keep us all safe.

Do	Do Not
<p>Know who the club Designated Officers are: . SUFC SSM – Amanda Balcomb T: 01702 304113 E: Amanda.balcomb@southend-united.co.uk</p> <p>SUFC DSO - Elaine Hume T: 07730 529471 E: elaine.hume@southend-united.co.uk</p> <p>Set appropriate privacy settings on your social network site(s)</p> <p>Know <u>who</u> from your football club should be contacting you and <u>how</u> they should be contacting you. If the club uses text messages or emails as a source of communication your parents may be copied into anything sent to you</p> <p>Tell an adult you trust about any communications that make you feel uncomfortable or that asks you not to tell your parent/carer or coach Talk to a person you trust or the Club Senior Safeguarding Manager or the Designated Safeguarding Officer if you are unhappy about anything sent to you or said about you over the internet, social networking sites, text messages or via email</p> <p>Tell an adult that you trust if an adult involved at your club or involved in football asks you to become their friend online and inform your Club Senior safeguarding Manager or the Designated Safeguarding Officer.</p> <p>Abide by this Club Code of Conduct in relation to the use of Social Media Networking sites, Texts and Emails.</p> <p>If you want to know more about how to keep safe online explore the CEOP 'Think U Know website' to familiarise yourself with e-safety issues</p> <p>Report concerns directly to the police by clicking on the CEOP link below</p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div data-bbox="220 1809 427 1883"> </div> <div data-bbox="448 1854 761 1888"> http://www.ceop.police.uk </div> <div data-bbox="754 1778 884 1883"> </div> </div> <div style="margin-top: 5px;"> http://www.thinkuknow.co.uk/ </div>	<p>Post, host, text or email things that are hurtful, insulting, offensive, abusive, threatening, or racist as this would go against football club's rules and could also be against the law. Or post personal comments in relation to the management or operation of the club, club officials, match officials, players, opposition team member(s), or any family members of those above</p> <p>Engage in any personal communications, 'banter' or comments with staff / volunteer(s), players opposition teams</p> <p>Give out personal details online including mobile numbers, email addresses or social networking account access to people you don't know well offline</p> <p>Invite any adult involved with the club to become your friends online or accept them as a friend on any social network site. They have been told they must not accept such invitations</p> <p>Use internet, web-based, phone or any other form of communication to send <u>personal</u> messages of a non-football nature to any member of staff/volunteer at the club.</p> <p>Delete inappropriate text or email messages sent to you as they may form Part of any subsequent investigation.</p>

Safeguarding Children Policy and Procedures (cont'd)

*Sexting

There is no accepted definition of 'sexting' but most professionals agree that it refers to the sending or posting of sexually suggestive images, including nude or semi-nude photographs of a person under 18 years of age, via mobiles or over the internet.



The UK Council for Child Internet Safety defines sexting as the production and/or sharing of sexual photos and videos of and by young people who are under the age of 18. It includes nude or nearly nude images and/or sexual acts. It is also referred to as 'youth produced sexual imagery'.

'Sexting' does not include the sharing of sexual photos and videos of under 18-year olds with or by adults. This is a form of child sexual abuse and must be referred to the police.

Guidance for staff and volunteers dealing with a sexting incident/disclosure is as follows:

- The incident should be referred to the SSM or the DSO immediately and the SSM or DSO will clarify the concerns with any staff involved in reporting and ensure concerns are accurately recorded
- Never view, download or share the imagery yourself, or ask a young person to share or download – this is illegal.
- If you have already viewed the imagery by accident (e.g. if a young person has shown it to you before you could ask them not to), report this to the SSM/DSO
- Do not delete the imagery or ask the young person to delete it
- Do not ask the young person(s) who are involved in the incident to disclose information regarding the imagery. This is the responsibility of the SSM/DSO
- Do not share information about the incident with any other members of staff, the young person(s) it involves or their, or other, parents and/or carers
- Do not say or do anything to blame or shame any young people involved
- Do explain to them that you need to report it and reassure them that they will receive support and help from the SSM/DSO.
- If there is a concern that a young person has been caused distress, harmed or is at risk of harm a referral will be made to the Police immediately. The police do not seek to criminalise young people but take sexting very seriously and will take appropriate action which may include the seizure of devices and speaking to the young people involved.

On-line abuse through sexting can have very serious consequences and undertaking an investigation at Club level can lead to images and evidence being deleted which prevents appropriate action being taken to support and/or educate those involved or who are impacted by these issues. Parents will be informed at an early stage and involved in the process unless the Police advise against this or there is good reason to believe that involving parents would put the young person at risk of harm.