

Woking Referee Society Social Media Engagement Policy

Policy overview and purpose

Social media is changing the way we communicate. This policy has been developed to inform our referee community about using social media so that members feel inspired and enabled to participate, while being mindful of their responsibilities and obligations.

This policy applies to all who engage with Woking Referee Society social media including, but not limited to, platforms such as WhatsApp, Facebook, Instagram and Twitter.

Policy

Use common sense

Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before posting or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Please remember, you are an ambassador for Woking Referee Society and for the wider refereeing community.

Protecting your privacy

Be smart about protecting yourself and your privacy. When posting content online there is potential for that content to become publicly available, 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 others to see, even if you feel confident that a particular individual would never see it.

Respect confidentiality and sensitivity

Remember, if you are online, you are on the record—much of the content posted online is public and searchable. When using social media you should be considerate to others and should not post information when you have been asked not to.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour. Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

Discrimination, sexual harassment and bullying

The public in general, and Woking Referee Society's members, reflect a diverse set of customs, values and points of view. You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

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 Woking Referee Society membership at risk.

Branding and intellectual property of Woking Referee Society

You must not use any of Woking Referee Society's intellectual property (including but not limited to trademarks, imagery and logos) on your personal social media without prior approval from Woking Referee Society Committee.

You must not create either an official or unofficial Woking Referee Society presence using the organisation's trademarks or name without prior approval from Woking Referee Society Committee. You must not imply that you are authorised to speak on behalf of Woking Referee Society unless you have been given official authorisation to do so by Woking Referee Society Committee.

Policy breaches

Breaches of this policy may include but are not limited to:

- Using Woking Referee Society's name or crest in a way that would result in a negative impact for the organisation and/or its members.
- Posting or sharing any content or material:
 - that is abusive, harassing, threatening, demeaning, defamatory or libellous.
 - that includes insulting, obscene, offensive, provocative or hateful language, imagery or emojis.
 - which if said in person during a game of football would result in a breach of the laws of the game.
 - that is a breach of UK Law.
 - that infringes the intellectual property rights of others.
 - that brings, or risks bringing Woking Referee Society, its officials or members into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Guidance for the use of WhatsApp

- Messages posted on the WhatsApp group should be supportive and respectful of all other group users.
- Offloading frustration and expressing strong feelings are both okay, but please keep your language moderate and your criticism constructive. Do not swear – remember we have members of all ages.
- Respect the confidentiality of anything posted on the group and avoid mentioning names and other details in your own posts if there is any risk that these mentions could cause you difficulties.
- Do not use hostile language and avoid being sexist, racist, homophobic, ageist or discriminating in any way.
- Remember you can share successes, issues you are facing/have faced, topics for debate, match clips, law questions, refereeing opportunities.
- Please limit messages about non-refereeing content
- Links to other online information posted in WhatsApp messages should only be made to sites which are relevant to refereeing. Links and other requests should not be posted if they relate to commercial services or personal appeals.
- No one is under any obligation to chat, to answer questions, or contribute.

If you have concerns about any message posted on a WhatsApp group please email the Committee on: committee@wokingreferees.co.uk and we will try to resolve the matter. If the message is considered to be inappropriate, Woking Referees Society will contact the person who posted it and seek removal of the message as necessary.

Reporting a breach

If you notice inappropriate or unlawful content online relating to Woking Referee Society or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the Committee via:

committee@wokingreferees.co.uk

Investigation & sanctions

Alleged breaches of this social media policy may be investigated by Woking Referee Society Committee in line with the Rules of the Society. Where it is considered necessary, Woking Referee Society may report a breach of this social media policy to the FA or, if appropriate, to the police.

Breaches of this policy will be dealt with in accordance with the Rules of the Society and may include suspension or termination of membership.