

Register No: IP030872



SOCIAL MEDIA POLICY


OF

PORTSMOUTH SUPPORTERS' SOCIETY

LIMITED

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**Registered Under the Industrial
And Provident Societies Acts 1965-78**

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SOCIAL MEDIA POLICY [PORTSMOUTH SUPPORTERS' SOCIETY LIMITED]

1. Introduction

All members agree to be bound by the rules of the Society which require that the conduct of members is not prejudicial to the Objects of the Society. This document is drafted in accordance with the New Model Rules of Portsmouth Supporters Society Limited [22, 26.3, 81 & 82]; the PST Board Membership and Conduct Policy [10] and the PST Disciplinary Policy [4.1]; and adopted by the Society Board on 25th May 2015.

2. Definitions

- 2.1 "Member(s)" means a member(s) of the Society.
- 2.2 "Society Board Member(s)" means an elected Member(s) of the Society.
- 2.3 "Co-opted Member(s)" means a person(s) who is/are a Member(s) and has/have been elected to the Society Board by Society Board Directors but not elected by the Members.
- 2.4 "Board Membership and Conduct Policy" means a detailed set of rules and regulations of the Society set out in a separate policy statement which includes the procedure which should be followed in all cases relating to Society Board Members only.
- 2.5 "Disciplinary Offence" means a member has committed and act or deed which would adversely affect the reputation of the Society.
- 2.6 "Rules" means the rules and regulations of the Society laid out in the separate Rules document.
- 2.7 "Secretary" means the Secretary of the Society.
- 2.8 "Chair" means the elected chair of the Society Board.
- 2.9 "Society" means Portsmouth Supporters' Society Limited (also known as Pompey Supporters Trust).
- 2.10 "Society Board" means the Board of the Society including any Co-opted Members.

3. The purpose of the Social Media Policy is to ensure that PST Board members understand the extent of use, limitations and legal considerations associated with the use of Social Media;
 - the extent to which the use of social media is permitted when communicating with members of the Society and the public;
 - the limitations on the use of social media;
 - the types of use of social media that could expose the user and the Society to legal liability.
4. Portsmouth Supporters' Society Limited (PST) recognises that social interaction on the internet is an important and an integral part of life and, if used correctly, can be of significant benefit to the Society. However, inappropriate use of social media can pose significant risks to both the reputation and business of the Society.
5. PST Board Members, including co-opted members, may use social media at any time, but the use of social media must comply with the new model rules, the rules set out in this policy and other side policies.
6. The Society Board may amend this policy at any time; and has absolute discretion.

7. This policy and the rules contained herein apply to:

- a. PST Board members;
- b. use by PST Board members of websites specifically aimed at social interaction such as Facebook, Flickr, Instagram, LinkedIn, social networking websites, Skype, Tumblr, Twitter and Wikipedia; as well as blogging, participation in wikis and the use of interactive features or the ability to post or publish comments or information (the creation and exchange of user-generated content), including: video, audio, photographs and text) with other people on other Social Media.
- c. use of Social Media for Society business.

8. Who is responsible for this policy?

8.1 The Secretary of the Society has general responsibility for oversight and updating of this policy. All PST Board members have personal responsibility to ensure compliance with this policy. The Secretary of the Society has special responsibility for ensuring that PST Board members are familiar with this policy and for monitoring and enforcing compliance.

9. Business and personal use of social media

9.1 All media enquiries (including requests for comments for publication on Social Media) should be directed to the Chair of the PST Board and/or the PST Head of Communications. If you are contacted by a media representative or asked for comment for publication about PST matters, you should not respond unless you have been given approval, written or otherwise, by the PST Head of Communications.

10. Guidance on use of social media

10.1 When using Social Media in a personal capacity:

- a. you should make it clear that you are speaking in a personal capacity, not as a PST Board member, and then communicate in a way that is consistent with that;
- b. if you choose to include contact information then this should be your personal, not PST contact details;
and;
- c. if you do elect to disclose your connection to PST, then you must clearly and expressly state that your views do not represent those of the PST.

11. Permanent form

11.1 Any social media posting, content or comment, may be permanently and publicly available or at least very difficult to delete or remove. Ensure, therefore, that all communications are consistent with the public image of PST.

12. Personal liability

12.1 You are personally responsible and may be legally liable for what you communicate on social media.

12.2 Public statements of this type can create legal issues in a number of different ways and include: defamation, breach of confidentiality, infringement of intellectual property and unlawful harassment [trolling].

13. Taking care to avoid misunderstandings

- 13.1 Before posting comments, think about whether, even if innocently meant, they could be misconstrued in a way that creates legal problems or reputational damage to PST. Steer away from commenting on sensitive topics relating to PST. Such comments might damage the reputation of PST even if you make clear that the views you express are personal.

14. Respecting privacy and confidentiality

- 14.1 Do not post anything related to other PST Board members, PCFC staff, Society members, colleagues or other stakeholders without their written permission.

15. Respecting intellectual property

- 15.1 If you post or reference material that is protected by intellectual property rights, you should satisfy yourself that you have taken steps to avoid legal liability such as appropriately referencing sources and ensuring that citations are accurate.

16. Prohibited uses of Social Media

- 16.1 Communications through social media, like all other modes of communication, must not breach the PST Disciplinary Policy, PST Board and Conduct Policy or Society Rules. PST Board members must not use social media in any way that:
- a. breaches obligations of confidentiality to any third party or breach duties of confidence to any third party.
 - b. breaches the rights of any other PST Board member or Society member to privacy, data protection and confidentiality or which amounts to bullying or harassment;
 - c. is offensive, insulting, discriminatory or obscene;
 - d. poses a threat to PST confidential information and intellectual property;
 - e. infringes the intellectual property rights of any other person or entity;
 - f. defames, disparages or causes reputational damage to PST or PST associated companies or to any party with whom PST has a business relationship;
 - g. breaches or causes PST to breach any law or the rules or guidelines of any regulatory authority relevant to PST business;
 - h. breaches data protection rules;
 - i. is dishonest, improper, unethical or deceptive;
 - j. is likely to damage your reputation or the reputation of PST.

17. Users may not use PST logos, brand names, slogans or other trademarks, or post any PST confidential or proprietary information without prior written permission.

18. Users must not give references for any person on a social media site (including professional networking sites) on which PST identity is shown in any public or private part of the site. The reason for this is that such references may otherwise be attributed to PST and create legal liability both for PST and the author.

19. Breaches of this policy

- 19.1 All members must contribute to protecting the reputation of PST. If you see content in social media that is defamatory, false or disparages or reflects poorly on PST or PST stakeholders, you should contact the Secretary of the Society.

20. Members who breach this policy

- a. will be required to disclose relevant passwords and log in information and to otherwise co-operate with any subsequent PST investigation;
- b. may be required to remove the offending internet postings, comment or information;
- c. may be subject to disciplinary action.