



NORTHUMBERLAND F.A.

SOCIAL MEDIA BEST PRACTICE

Social Media can be a brilliant way for Clubs to connect with their players, supporters and communities as well as being a great way for Clubs to establish working relationships with one another. We would like to provide 5 key things to keep in mind for when using social media so that at all times you can adhere to best practice and comply with rules and regulations.

1

OBTAIN CONSENT

Before sharing any photos or videos, always ensure you have the correct consent to do so, especially in youth football.



2

PROMOTE POSITIVITY

Share your Club and your players' achievements, congratulate opposition teams, encourage Referees and promote the amazing events you have upcoming.

3

REMEMBER YOU ARE STILL A PARTICIPANT

If you have an active role in football you must conduct yourself in a proper manner and at all times act in the best interests of the game, including online. Disciplinary action can be taken where the game is brought into disrepute.

4

COMPLY WITH RULES AND REGULATIONS

Follow League rules when advertising for new players and promoting open training sessions, and remember results for U11s and below can't be published.



5

MAKE IT A SAFE SPACE

Negative comments and online hate can take its toll on others so take steps to report any abuse. If you're a Club monitor your platforms and ensure Club Welfare Officers have sight of any group chats.

