



FULHAM SUPPORTERS' TRUST SOCIAL MEDIA POLICY

Introduction

This document has been produced in accordance with social media best practice guidance issued by the Football Supporters Association and was adopted at the Society Board Meeting held on 4th April 2023.

This policy is intended to inform and govern the social media use of all board members of the Fulham Supporters' Trust.

Communication through social networking websites such as Facebook, Twitter, Instagram, LinkedIn and many others is now common practice.

The same common-sense approach applies to this form of communication, as they do to any other, in order to protect the interests and reputation of the Fulham Supporters' Trust, our representatives, members and the relationship between the Trust, Fulham Football Club and the wider football family

Social Network Usage

- Do not divulge information which is confidential to the Trust, our members, partners or suppliers.
- Ensure that you do not conduct yourself in a way that is detrimental to the Fulham Supporters' Trust
- The Fulham Supporters' Trust does have a public profile, and as such can be subject to scrutiny by the media and public. This means we all need to take great care to ensure that you do not at any time use social media in a way that could in any way damage the reputation of colleagues or the Fulham Supporters' Trust and those we work with – it means you must behave in a way which ensures there is no negative impact on the Fulham Supporters' Trust, your colleagues or the people and organisations we work with and for.
- No information, contact details, images, recordings or photos obtained by you because of your position with the Fulham Supporters' Trust can be used or posted in any way.
- Privacy and the reputation and feelings of others must be respected at all times. Board members should obtain the permission of other colleagues before posting contact details or photos. It is in all our interests that you must not place on a website any comment, images or information that



may cause embarrassment to the Fulham Supporters' Trust or to immediate colleagues.

- As at all times, great care should be taken at all times to avoid using language which could be deemed as offensive. One way of approaching this is to consider how what you were saying would be viewed if it was broadcast as an interview with you.
- Board members should assume that, by virtue of their association with the Fulham Supporters' Trust, any comments made by them online could create significant interest and scrutiny. A personal conversation through social media can very quickly become very public, as is the case with any electronic communication. Unless the use or access is strictly for Trust purposes, you should certainly not make any posting, statement or comment that could in any way be taken as an official Fulham Supporters' Trust comment, and never about the business of Fulham Supporters' Trust.

Fulham Supporters' Trust board members should be aware that blogs or websites may create documents which the courts can order to be disclosed for use in litigation.

Disclaimer

All biographies on personal Twitter accounts or other social media accounts should state that "the views expressed are personal and not those of the Fulham Supporters' Trust".

As with all our policies, any suspected breach of this policy will be treated seriously and investigated and may result in disciplinary action.