



NOMADS UNITED AFC

SOCIAL MEDIA POLICIES AND PROCEDURES

Effective August 2019

SOCIAL MEDIA POLICIES

The Club is keen to develop its relationship with its members and the wider community, using social media as tools to help us achieve this. To ensure that our posting on our social media platforms are as effective as possible please use this guide to ensure our administrators with access to these platforms are able to maximise the club's reach and quality of the posts. As a club, the committee should ensure they are clear on what the purpose is for the club social media use; what the club wants to achieve and whom the club wants to communicate with. This should be understood by all administrators with access to the club's social media sites.

The social media platforms that Nomads United uses are Facebook and Instagram.

Account Administrators are:

The Club Secretary, Club Administrator and First Kicks and Fun Football Coordinator. Any other administrator must be approved by the Executive Committee, however at any time no more than three administrators can be appointed.

Should an administrator post inappropriate comments or content, they will have their access removed.

All administrators must follow these principles:

Disclose: Your presence in social media must be transparent.

Protect: Take extra care to protect both Nomads United and yourself, be conscious when mixing business and personal lives.

Use Common Sense: Remember that professional straightforward and appropriate communication is best. When in doubt, do not post.

Relevant: Information must be directly associated with the club.

Informative: Posts must be informative and not used to bombard members so that our important information is not missed.

SOCIAL MEDIA PROCEDURES

1. Be clear and concise in your posts. Do not include information that doesn't help the members or audience. If necessary use a Hyperlink to another website which offers more information.
Open with the title of what it is e.g. NEWS: EVENT: IMPORTANT INFORMATION:
GAME CANCELLATION:
2. No hate speech, swearing, discriminatory or prejudicial language or messages are acceptable under any circumstance.
Rule of Thumb: Think about the tone of your conversation and language. A good rule of thumb is if you are not going to share that story with your parents / grandparents then it is not appropriate to be sharing on your social media platforms.
3. If the club has multiple people replying to private messages then please end posts with your name.
4. Ensure administrators have a clear understanding of what to do with 'Negative' posts and how they can block or delete them.
5. A good idea to consider is to offer a contact for additional information i.e. contact xyzperson at clubmanager@footballclub.co.nz for more information.
Ensure the personal touch is maintained by offering the name of who they are contacting and where appropriate.
6. When using Hyperlinks ensure this opens to a new page and doesn't reload the existing page or go to a dud site.
7. Use appropriate pictures where possible and at all time ensure that if you are posting a picture of a person that you have their consent to do so.
8. Ensure the effective use of hashtags on social media. Also include the businesses and partners by 'tagging' them into our posts.
This will further our club's network reach to other football people, and the wider community who may be unaware of our location or existence, or the good work our club is doing.
9. Celebrate success at our club!
Results, achievements, acknowledgement of volunteers, referees, coaches and players. Tell heart-warming stories and acknowledge businesses and sponsors or other key community partners.
10. Aim to post at high traffic times and keep communications regular without being overbearing.
11. Consider a trial or probationary period for new administrators to the club's social media platforms.
12. When possible ensure that messages are responded to in a timely manner even if you don't have immediate answers.
This will keep members and visitors happy that we are prepared to answer questions and will also show up on our social media pages how effective the club is in responding to questions or direct inbox messages.