



Social Media Policy – Cobras Basketball Club

1. Purpose of This Policy

Cobras Basketball Club recognises the important role social media plays in promoting players, teams, and the wider club community.

This policy is designed to:

- Protect the Club's reputation and brand
- Maintain safeguarding standards for players, especially children and young people
- Ensure club digital assets are managed responsibly
- Encourage creative contribution while maintaining governance control
- Reduce disputes relating to access, content ownership, or communication

This policy applies to all players, coaches, volunteers, staff members, committee members, and representatives acting on behalf of Cobras Basketball Club.

2. Social Media Account Management

Any social media account created specifically to represent Cobras Basketball Club or any of its teams should remain under Club administrative oversight where possible.

The Club may request administrative access to club-related accounts.

Access should be provided through official platform administration tools, account role transfer processes, or authorised account recovery procedures rather than password disclosure.

Cobras Basketball Club staff will not request or store personal passwords.

Account security is managed in accordance with platform authentication systems and the **UK General Data Protection Regulation**.

If a person managing a club-related account changes role or leaves the Club, reasonable steps must be taken to ensure continuity of access.

3. Encouraging Volunteer and Creative Contributions

Cobras Basketball Club welcomes contributions from players, coaches, volunteers, and supporters who wish to promote basketball activities.

Individuals retain ownership of their original creative work.

The Club does not claim intellectual ownership of external creative content unless written agreement is provided.

Content about Cobras Basketball Club should, where possible, be shared through official club communication channels.

4. Collaboration with Official Club Accounts

To support consistent branding and community engagement:

- Match-day content
- Player features
- Game results
- Event promotion
- Sponsorship announcements
- Community activity posts

should be shared with or collaborated with the official club account **@homeofthecobras** where operationally possible.

If collaboration tools are unavailable, content may be reposted by the official club account.

This requirement is intended to improve community reach rather than restrict individual creativity.

5. Content Approval and Standards

Approval Guidance

Official club accounts should follow agreed content review or coordination processes where practical.

Branding Standards

- Use official Cobras logos, colours, and templates where provided
- Maintain respectful, positive, and inclusive communication standards
- Use agreed club hashtags where appropriate

Prohibited Content

The following content must not be posted on club platforms:

- Political or religious promotion
- Disrespectful commentary about referees, officials, opponents, or governing bodies
- Copyright material without permission
- Personal disputes or grievance discussions

6. Personal Social Media Use

Members, staff, and volunteers may use personal social media platforms.

When posting club-related content, individuals should maintain professional conduct consistent with club values.

Player Safeguarding

- Players under 18 should not be publicly identified, tagged, or named without parental or guardian consent.

This supports safeguarding principles under UK youth protection guidance and **Information Commissioner's Office** expectations.

Match Commentary

Public criticism of match officials, referees, or opposition teams is discouraged.

Official match reports and communications should be shared through club-approved channels where available.

Images and Media

Photographs or videos of players, coaches, or officials should only be shared if photographic consent has been recorded in the club database.

If uncertain, members should consult the Club Welfare Officer or administration team before posting.

7. Financial and Resource Contributions

Use of personal funds for equipment, software, photography, or creative services is voluntary unless written reimbursement agreement is approved by the Club Board in advance.

The Club is not responsible for unapproved expenses.

8. Behaviour and Conduct

Individuals managing or posting club-related content must:

- Follow community guidelines of social media platforms such as **Meta Platforms Inc.**
 - Maintain sportsmanship and respectful communication
 - Avoid using club accounts for personal disputes or unrelated opinions
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9. Safeguarding and Confidentiality

Sensitive information relating to player welfare, performance, medical conditions, or internal club matters must not be publicly shared.

Safeguarding information may only be shared with authorised personnel or relevant authorities when required.

The club's Welfare Officer is responsible for safeguarding oversight.

10. Continuity and Digital Asset Protection

At least two authorised members of the Club Administration Team should have access to official club social media accounts.

Accounts should preferably be linked to official club contact information rather than personal accounts.

11. Breaches of Policy

Examples of policy breaches include:

- Refusing reasonable collaboration requests for official club promotion
- Blocking authorised administrative access processes
- Posting unauthorised content using club branding
- Using club platforms for personal disputes
- Sharing confidential or safeguarding information

Consequences may include:

- Removal of posting permissions
 - Formal disciplinary action under club governance rules
 - Reporting to relevant sporting authorities where appropriate
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12. Policy Review

This policy will be reviewed annually by Cobras Basketball Club Ltd or earlier if operational or legal changes require.

Acknowledgement

By participating in club communication or social media activities relating to Cobras Basketball Club, individuals agree to follow this policy.

This policy does not remove ownership rights of original creative work but ensures club-related content is shared responsibly within the Cobras community.

The Cobras Team



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