

# BARNSLEY FOOTBALL CLUB SOCIAL MEDIA POLICY

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AT BARNSLEY FOOTBALL CLUB, WE BELIEVE THAT SOCIAL MEDIA IS AN IMPORTANT METHOD OF CONNECTING WITH OUR SUPPORTERS AND COMMUNITIES ALL ACROSS THE WORLD.

WE USE OUR CHANNELS ON SOCIAL MEDIA PLATFORMS TO INFORM, ENTERTAIN AND SHARE OUR STORIES. WE AIM TO MAKE YOU AS FANS FEEL WELCOME, VALUED AND INCLUDED AS PART OF THIS CLUB.

SOCIAL MEDIA ALSO PROVIDES US WITH AN OPPORTUNITY TO ENGAGE WITH EACH OTHER, AND WE GREATLY WELCOME DISCUSSION, DEBATE AND OPINION ACROSS OUR CHANNELS THAT IS BOTH RESPONSIBLE AND RESPECTFUL.

NONETHELESS, WE RECOGNISE THAT SOCIAL MEDIA CAN BE A PLACE WHERE THIS BECOMES IMPOSSIBLE.

WE ARE ALL TOO AWARE THAT CERTAIN PLATFORMS CAN, AND HAVE BEEN USED TO POST AND AMPLIFY HATE, ABUSE AND DISCRIMINATION OF ALL KINDS.

BARNSLEY FC IS CLEAR THAT THERE IS NO PLACE IN OUR GAME - NOR OUR SOCIETY - FOR RACISM, HOMOPHOBIA, SEXISM OR ANY FORM OF DISCRIMINATION WHATSOEVER. IN SPORT, AS IN WIDER SOCIETY, WE MUST STRIVE TO CREATE AN ENVIRONMENT WHERE HATEFUL AND DISCRIMINATORY ACTIONS ARE AS UNACCEPTABLE ONLINE AS THEY WOULD BE ON THE STREET.

THIS SOCIAL MEDIA POLICY FOR BARNSLEY FC FANS THEREFORE PROVIDES GUIDANCE ON ENGAGING WITH THE CLUB, ITS PLAYERS, STAFF AND OTHER FANS ON SOCIAL MEDIA, AND SETS OUT THE ACTION THAT WE WILL TAKE, AND THE ACTION WE ASK YOU AS FANS TO TAKE, TO ENSURE THAT OUR COLLECTIVE EXPERIENCE ON SOCIAL MEDIA IS PLATFORMS AS POSITIVE, INCLUSIVE, SAFE AND HEALTHY AS CAN BE.

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AS A CLUB, WE ARE COMMITTED TO ROOTING EQUALITY, DIVERSITY AND INCLUSION INTO EVERYTHING WE DO. WE ARE ALSO DEVOTED TO FIGHTING RACISM AND ALL FORMS OF DISCRIMINATION WHEREVER WE FIND IT. WE WOULD THEREFORE ASK OUR FANS TO REFLECT THE CLUB'S VALUES AND BELIEFS WHEN ENGAGING ONLINE, WHETHER THAT IS WITH THE CLUB, WITH EACH OTHER OR WITH ANYONE ELSE ONLINE. WE WILL USE OUR CHANNELS AND PLATFORMS TO PROMOTE TOLERANCE, RESPECT AND FAIRNESS, AND WE ASK OUR FANS TO JOIN US IN SAYING NO TO HATE, ABUSE AND DISCRIMINATION IN ANY FORM.

WE BELIEVE SOCIAL MEDIA COMPANIES MUST DO MORE REGARDS HATEFUL, ABUSIVE AND DISCRIMINATORY BEHAVIOUR ON THEIR PLATFORMS. NEVERTHELESS, AS A CLUB, WE ARE COMMITTED TO TAKING ACTION AND PLAYING OUR PART. WE WILL CONSIDER TAKING ACTION AGAINST INDIVIDUALS OR GROUPS WHO PRODUCE OR DISSEMINATE SOCIAL MEDIA POSTS THAT CONTRAVENE THE CLUB'S EQUALITY, DIVERSITY AND INCLUSION POLICIES AND OUR ACTIONS TO FIGHT DISCRIMINATION. WE WILL NOT TOLERATE DISCRIMINATORY ONLINE ABUSE OF OUR PLAYERS AND STAFF, NOR ANY FORM OF ABUSE TOWARDS OTHER SUPPORTERS.

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# BARNSELY FOOTBALL CLUB SOCIAL MEDIA POLICY





WE WILL EXAMINE ALL COMPLAINTS ON A CASE BY CASE BASIS, AND WILL LOOK TO INVESTIGATE IF WE BELIEVE THE POSTS OR CONTENT:

1. CONTRAVENE CLUB VALUES AND OUR EQUALITY, DIVERSITY AND INCLUSION POLICIES
2. BRING THE CLUB INTO DISREPUTE
3. TARGET OUR PLAYERS, STAFF AND FELLOW SUPPORTERS







## **ACTIONS WE WOULD THEN TAKE COULD INVOLVE:**

**DELETING DISCRIMINATORY POSTS ON SOCIAL MEDIA PLATFORMS, WHERE POSSIBLE**

**BLOCKING INDIVIDUALS OR GROUPS FROM FOLLOWING OUR SOCIAL MEDIA ACCOUNTS**

**BANNING INDIVIDUALS OR GROUPS FROM ATTENDING BARNSLEY FC MATCHES**

**REPORTING INDIVIDUALS OR GROUPS TO THE SOCIAL MEDIA PLATFORM**

**REPORTING INDIVIDUALS OR GROUPS TO THE POLICE IF  
WE HAVE GROUNDS TO BELIEVE A CRIME HAS BEEN COMMITTED**

**WORKING WITH THE POLICE AND AUTHORITIES TO SUPPORT PROSECUTIONS**







WE WILL DO EVERYTHING REASONABLY PRACTICAL TO PROTECT THE CLUB, ITS PLAYERS, STAFF AND SUPPORTERS FROM DISCRIMINATORY ONLINE ABUSE.

THE SHEER VOLUME OF POSTS AND CONTENT ON OUR SOCIAL MEDIA CHANNELS MEANS THAT IT IS NOT POSSIBLE OR REALISTIC FOR THE CLUB TO INTERVENE IN EVERY SITUATION. THE DECISION ON WHETHER TO TAKE ACTION WILL REMAIN AT THE DISCRETION OF THE CLUB. ANY DECISION NOT TO ACT DOES NOT CONSTITUTE AN ENDORSEMENT OF THE CONTENT.

WE STRONGLY ADVISE THAT SHOULD YOU RECEIVE OR WITNESS HATEFUL, DISCRIMINATORY AND/OR ABUSIVE COMMENTS OR CONTENT ONLINE, YOU REPORT THIS TO THE RELEVANT SOCIAL MEDIA PLATFORM IN THE VERY FIRST INSTANCE.

IF YOU WITNESS DISCRIMINATORY ONLINE ABUSE RELATED TO BARNSLEY FC STAFF, PLAYERS OR SUPPORTERS, WE ASK THAT YOU ALSO REPORT THESE TO THE CLUB VIA THE WEB FORM AT THE FOLLOWING ADDRESS: [BARNSLEYFC.CO.UK/CLUB/CONTACT-US/](https://www.barnsleyfc.co.uk/club/contact-us/)

