CROSBY STUART JUNIOR FOOTBALL CLUB

Social Media Policy

Club accounts, team pages, group chats and photos · England Football Accredited ★★★

This policy keeps our players safe and the club's name protected online. It applies to every committee member, manager, coach, volunteer and parent who posts about Crosby Stuart JFC, and to every account that uses the club's name, including team pages and team group chats. It sits alongside our Safeguarding Children Policy and follows The FA's guidance on social media and communicating with young people.

Official club accounts

The club's official Facebook and Instagram accounts belong to the club, not to any one person.

- They are registered to the club email address **media@crosbystuart.co.uk**, never a personal email.
- At least two members of the Executive Committee have full admin access at all times.
- The Social Media Manager runs the accounts day to day with the access they need.
- Two-step verification is switched on, and the backup codes are held by the Club Secretary.
- Anyone who steps down from a role has their access removed straight away.
- Only the official accounts speak for the club. Big announcements are posted there first, and team pages share them.

Team pages and group chats

Teams are welcome to run their own page or group chat, as long as they follow these rules.

- **Two club adults as admins.** Every team page or chat has the team manager plus a second club adult with a valid DBS check, such as a coach or the Welfare Officer. No page depends on one person.
- **Clear name.** Use the team's name, for example “Crosby Stuart U12 Girls”, so it isn't mistaken for the official club account.
- **Link to the club.** Each page links to the official club account and shares club announcements from it.
- **Tell the club.** Let the Secretary know when a page or chat is set up, and who the admins are.
- **Hand over or close.** When a manager leaves, admin access passes to the club before they go, or the page is closed. Pages must not be left with nobody in charge.

Photos and videos of players

We only post photos and videos of players when a parent or carer has given consent, and we keep a record of who has said no.

- **No full names with photos.** A first name or team name is fine; a full name next to a child's picture is not.
- **No tagging** players under 18 in posts or photos.
- **No locations or routines** that could identify where a child lives, goes to school or will be at a set time.
- **Appropriate images only.** Players must be fully kitted out. Never post images taken in changing rooms or toilets.
- **Remove on request.** If a parent asks for a photo to be taken down, it comes down straight away.

Parents can share photos of their own child, but should not post other children without their parents' agreement. See also our **Photography & Filming Policy**.

Contact with players

- Club adults never message a player under 18 privately, on any app.
- Messages about training and matches go to parents and carers, or to a group chat that parents are in.
- Older players (16–17) may be added to a team group chat only with their parent's consent, and the chat must include at least two club adults.
- Club adults do not “friend” or follow players under 18 from personal accounts, or accept their requests.
- Keep messages about football: times, venues, kit and team news. Send them at sensible times of day.

Behaviour online

What you post about the club should be something you would be happy to say at the side of the pitch.

- No abuse, threats or offensive comments about players, parents, opponents, referees or other clubs.
- No criticism of referees or match officials online. Concerns go through the club, not social media.
- No discriminatory comments of any kind.
- No sharing of confidential club matters, such as disciplinary or welfare cases.

The FA can charge clubs and individuals for misconduct online, in the same way as on the pitch.

Concerns and breaches

If you see anything online that worries you about a child's safety, tell our Club Welfare Officers, Von Parker Sheridan and Joe Buckley, at **welfare@crosbystuart.co.uk**. If a child is in immediate danger, call 999.

- Don't share, screenshot or comment on the post yourself. Report it to the Welfare Officers and let them deal with it.
- Other concerns about club accounts or posts go to the Secretary at secretary@crosbystuart.co.uk.

- Anyone who breaks this policy may be asked to remove posts, lose admin access, or face action under the club's disciplinary procedures.

The committee will review this policy every year.

Who to contact

Club Welfare Officers
Von Parker Sheridan (Girls) · **Joe Buckley** (Boys)
welfare@crosbystuart.co.uk

Club Secretary
Jan Meadows
secretary@crosbystuart.co.uk

Liverpool FA Safeguarding
Safeguarding@LiverpoolFA.com · 0151 523 4488

The FA Safeguarding Team
Safeguarding@TheFA.com · 0800 169 1863

If a child is in immediate danger, call 999. NSPCC Helpline 0808 800 5000 · Childline 0800 1111

APPROVED BY	POSITION	DATE
Ben McDonald	**Chair, Crosby Stuart JFC**	**19 November 2026**