



SOCIAL MEDIA POLICY – BOARD MEMBERS

This policy is for all Leeds United Supporters' Trust (the Trust) Board Members. The policy is in place in order to protect the interests and reputation of the Leeds United Supporters' Trust.

- Do not divulge information which is confidential to the Trust, its members or suppliers
- Ensure that they do not conduct themselves in a way that is detrimental to the Trust
- No derogatory language should be used towards
 - any player or person associated with Leeds United Football Club (the Club)
 - any Member of the Trust
 - any person online commenting on the Club or the Trust
 - any member of the wider football community. This includes match officials, other clubs, leagues, associations etc
 - any player, official or representative of the above
- The Trust does have a public profile, and as such can be subject to scrutiny by the media and public. This means all Board Members need to take great care to ensure that they do not at any time use social media in a way that could damage the reputation of the Trust and its partners – Board Members must behave in a way which ensures there is no negative impact on the Trust, its members or the people and organisations the Trust works with and for
- Privacy and the reputation and feelings of others must be respected at all times. Board Members should obtain the permission of other Board Members before posting contact details or photos. It is in everyone's interests that Board Members do not make any comment, share images or information that may cause embarrassment to the Trust
- As at all times, great care should be taken 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)

- In the course of working on behalf of the Trust, Board Members could have access to information relating to the finances, budgets, transfer or recruitment activity of the Club. Information of this nature MUST be treated sensitively and confidentially. It is expressly prohibited for Board Members to comment on such matters publically
- As much as possible, personal Twitter accounts (or other social networks) should not be used for Trust business
- If personal Twitter accounts (or other social networks) are likely to be used to comment on official Trust activity, biographies should state that "the views expressed are personal and not those of the Leeds United Supporters' Trust"
- The official Trust accounts should block anyone sending abusive messages, anyone discriminating or engaging in intentional provocation
- It is the responsibility of anyone publishing content on the Trust's behalf to ensure they take additional precautions if they themselves use personal accounts i.e. keep the Trust's accounts separately and ensure they are aware of which account they are using before posting any material.

As with all the Trust's policies, any suspected breach of this policy will be treated seriously and investigated and may result in disciplinary action in accordance with the Code of Conduct.

I confirm that I have read the above guidelines, and agree to abide by them:

Sign

Print

Date