

# Ross County Football Club

## Social Media Policy

### **Purpose**

Ross County Football Club ("the Club") values the passion, loyalty and engagement of its supporters across social media platforms. Social media provides an important opportunity for supporters to share opinions, celebrate successes, discuss football matters and communicate with the Club.

The Club is committed to maintaining a safe, respectful and inclusive online environment that reflects the values of Ross County Football Club and protects supporters, players, staff, volunteers, match officials and the wider football community. This policy establishes the standards expected of users engaging with the Club's official social media channels. The Club has publicly stated that unacceptable supporter behaviour has no place at Ross County FC and reserves the right to take action where conduct damages the Club, its people or its supporters.

### **This policy applies to:**

Comments on official Club social media accounts.

Replies to Club posts.

Direct messages sent to the Club.

User-generated content tagging the Club.

Content posted within official supporter groups administered by the Club.

Social media activity directed towards Club players, staff, volunteers, officials or supporters.

This policy applies across all social media platforms including, but not limited to:

Facebook

X (Twitter)

Instagram

TikTok

YouTube

LinkedIn

Threads

Club website

Any future social media platforms used by the Club

### **Expected Standards of Conduct**

When interacting with the Club's social media channels, supporters are expected to:

Treat others with dignity and respect.

Engage in constructive discussion.

Follow the terms and conditions of the relevant social media platform.

Consider the impact of their comments before posting.

Support an inclusive environment free from discrimination and abuse.

### **Unacceptable Behaviour**

The Club may remove content and/or take action against users who engage in the following behaviours:

Abuse and Harassment

Personal attacks on supporters, players, staff or officials.

Bullying or targeted harassment.

Threatening or intimidating behaviour.

Repeated abusive comments directed at an individual.

Discrimination

Racist, sectarian, homophobic, transphobic, sexist or discriminatory language.

Hate speech directed at protected groups.

Offensive stereotypes or slurs.

Offensive Content

Excessive profanity.

Obscene, indecent or offensive content.

Content intended solely to provoke, inflame or antagonise others.

Misinformation

Knowingly publishing false information about the Club, staff, players or supporters.

Sharing fabricated screenshots or manipulated content.

Deliberately misleading posts intended to damage reputations.

Spam and Disruption

Repeated posting of identical comments.

Commercial advertising.

Unauthorised promotions.

Coordinated disruption of Club channels.

Illegal or Harmful Content

Defamatory statements.

Incitement to violence.

Criminal activity.

Doxxing or publication of personal information.

Content that may breach UK law.

**Sanctions taken could involve:**

Blocking the individuals or groups from following our official accounts

Formal warnings

Banning the individuals or groups from ticketing services and from the stadium

Reporting individuals or groups to the social media platform and to the police if we feel a crime has been committed

**At all times we will take necessary action we deem most appropriate to protect our club, players, staff and fans.**

Policy Owner: Commercial and Communications Department

Approved By: D. Chisholm (Head of Commercial)

Review Date: Annually