



Team Brunel Social Media Guidelines

We love it when our clubs have a strong social media presence, it is a great way to raise the profile of your club and to shout about the great work that you are doing both on and off the pitch. However, a risk with social media is that anything posted can spread very quickly and therefore you need to be sure that everything that goes up on your feeds is a positive reflection of your club and its members.

It is important that you are aware that any comments which bring Team Brunel into disrepute, or are threatening, abusive, indecent or insulting, may lead to disciplinary action.

Below are some general guidelines to help you when managing your accounts:

General guidance

- These are public forums, so treat them as such
- Individuals and clubs are strictly responsible for any posting on their accounts
- Re-posting or re-tweeting inappropriate content represents an endorsement of that content and can be actionable
- Do not use abusive, derogatory, vulgar or sexual language
- Do not criticise or imply bias in match officials
- At all times, exercise discretion and respect for opponents, other Team Brunel clubs, sponsors, suppliers and affiliated organisations
- Deleting or apologising publicly for an improper posting does not prevent disciplinary action being taken
- Be careful when posting about socials – the odd image that shows your club casually socialising together is fine but heavy drinking, chanting obscenities etc. should not be published on your club accounts.

We recommend that our Team Brunel clubs:

- Clearly identify who is responsible for posting and maintaining social networking and internet sites, and ensure that only these people have the password
- Set standards for content generated in line with the Team Brunel Code of Conduct, club values, and the guidelines above
- Establish protocols for monitoring output, moderating content and removing offensive postings
- Hold members to account for any breaches (if applicable these will also be dealt with via our disciplinary processes)



Club members:

Members need to understand that they are personally responsible and liable for their comments and postings. Please remind your members that they should exercise discretion at all times and be respectful of other players, teams, officials, organisations and brands. What they regard as “banter” could be regarded as embarrassing or hurtful by a wider audience and may bring your club/Team Brunel into disrepute.

To summarise briefly:

- Don't comment if you have any concerns about the consequences
- Don't link to unsuitable content
- Don't get into disputes with your audience be it the opposition, officials, other clubs etc.
- Do not share or elicit personal detail

When used well, social media can be a powerful tool, so make sure you keep using it and that what you post:

- Does show your personality and is approachable
- Shares your achievements
- Let's people know what it is like to be a part of your club
- Is updated regularly to grow and engage with your members and potential members.

Clubs that do it well:

Lots of our clubs use social media well, but a few to highlight, that you may want to check out for ideas include:

- Brunel lacrosse – always put up a squad picture, with a little run down of the game and their man of the match. Very respectful of the opposition in both victory and defeat.
- Brunel Swim Team – great takeover of the Brunel Uni Instagram story. Club that posts regularly with engaging content even though they do not compete every week.
- Brunel volleyball – lots of pictures of members having fun, nice tone, gives off a welcoming, happy vibe.
- Brunel Futsal – always post about upcoming matches and put a results graphic up following games so people can track progress.