



Football Association Wales

Social Media and Communication

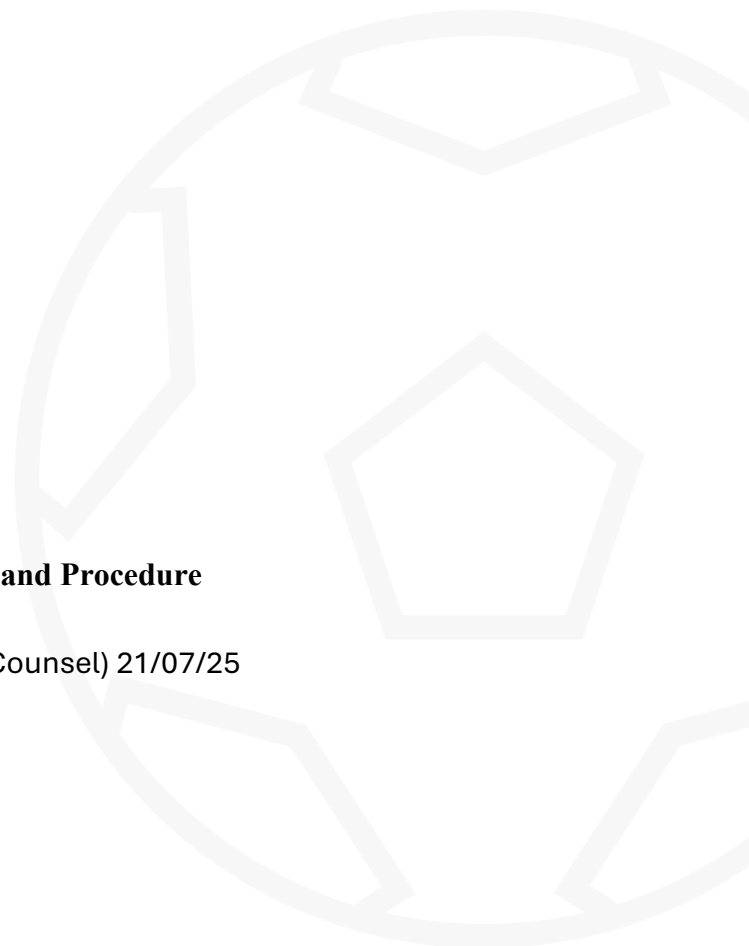
Policy and Procedure

FAW Social Media and Communication Policy and Procedure

Policy Owner: [Football Association Wales](#)

Policy approved by: Nick Lewis (Senior Legal Counsel) 21/07/25

Next review Date:21/07/26





“We recognise that keeping children safe in sport and physical activity extends beyond the game or changing rooms to include digital devices, online platforms and communication. This policy provides guidance on how the Football Association of Wales approaches the use of the internet and all online platforms while providing a safe and fun environment for all to enjoy Football.”

FAW SAFEGAURDING TEAM



1.Aims

The aims of our online safety policy are:

- to protect all children and adults involved with our organisation who make use of online technology while in our care, or while engaging with our organisation
- to provide staff and volunteers with overarching principles that guide our approach to online safety
- to ensure our organisation is operating in line with our values and within relevant legislation, including the Data Protection Act 2018, UK General Data Protection Regulation and Online Safety Act 2023.

2. Purpose

Social media and digital communication are integral to modern football. This policy outlines how anyone affiliated with the FAW should use these tools responsibly and respectfully, while safeguarding young people and upholding the reputation of Welsh football.

3.Applicability

This policy applies to all players, coaches, officials, staff, volunteers, and parents involved in Welsh football under the governance of the FAW. It also applies to affiliated clubs, academies, grassroots initiatives (including programmes such as McDonald's Fun Football), national teams, and commercial or community partners working with or through the FAW.

4.Our commitment

As part of our online safety policy, we will:

- ensure that we adhere to relevant legislation and good practice guidelines when using online platforms
- provide relevant training to all staff on online safety, and ensure all staff or volunteers using online platforms have had training appropriate to their role
- monitor how staff, parents and children use our platforms both inside and outside of our setting to ensure it adheres to our policy, acceptable use statement and code of conducts
- regularly review existing safeguarding policies and procedures to ensure online safety is embedded throughout the organisation
- keep all apps and platform security up to date, use strong passwords and maintain privacy of all users
- effectively use security and privacy tools available on each platform
- have a zero-tolerance policy towards discrimination, hateful communication, cyberbullying, inappropriate, harmful or illegal content
- inform all staff, volunteers, parents, carers and children of who to report any online concerns to, or what to do in the event they see something that worries them online



- adhere to parental consents and permissions when sharing images, videos or live streaming for promotional or celebrational purposes
- develop an online safety agreement for use with staff, volunteers, parents and carers and the children and young people
- ensure personal information gathered while using online platforms are stored securely and in line with our privacy policies

The policy and procedures will be widely promoted and are mandatory for everyone involved in football. Failure to comply with the policy and procedures will be addressed and may ultimately result in dismissal or exclusion and, where appropriate, referral to statutory organisations.

5. Guiding Principles

- Use communication channels with responsibility, professionalism, and respect.
- Social media use reflects on individuals, clubs, and the game.
- All contact with players under 18 must occur within safe, transparent, and appropriate boundaries.
- Be respectful and inclusive.
- Think before posting: would you say this in public or to the media?
- Never post when emotionally compromised.
- Be aware of the FAW Social Media Regulations

6. Communication Guidelines

- Private, one-on-one communication with players under 18 via email, text, or social media is inappropriate.
- Group chats or communications copied to a parent, guardian, or Club Safeguarding Officer are best practice.
- Content should be limited to football-related matters such as fixtures, training, or cancellations.
- Adults in positions of trust should not accept U18s as social media friends.
- Encourage young players to
- follow official club pages rather than personal profiles.

7. Image Sharing and Consent

- Parental/guardian consent is required before posting images or videos of individuals under 18.
- Ensure that content is appropriate and compliant with FAW Photography & Filming Guidelines.
- Avoid content that could be misinterpreted or breach privacy.

8. Misuse of social media and communication

The following non-exhaustive actions may result in disciplinary action:



- Implying bias or questioning integrity of match officials or other individuals.
- Sharing or forwarding inappropriate messages or media.
- Posting discriminatory, offensive, or aggressive content.
- Public comments that could bring the game into disrepute
- Engaging in inappropriate communication with children.

9. Safeguarding and Reporting

- Individuals in Trusted roles/Positions of Trust must act as role models online and offline.
- For players under the age of 16: Please obtain parental consent for communication between an adult and a young person. This consent can be acquired at the beginning of the season.
- For players under the age of 18: It is essential to inform parents regarding any communication between adults and young people.
- If a child or young person expresses discomfort about online communication, encourage them to speak to a parent, guardian, trusted adult or Club Safeguarding Officer.
- If a player shares a message, email, or image that may be inappropriate, this must be reported immediately to the Club Safeguarding Officer.
- Serious online concerns should be reported to CEOP (www.ceop.uk).

10. Disciplinary Measures

- Breaches may lead to suspension, FAW referral, or reporting to statutory authorities.
- Individuals are accountable for their online and communication conduct.

11. Support and Advice

If you're ever unsure about appropriate online conduct, please contact the Club Safeguarding Officer or the Football Association of Wales (FAW) for guidance.

The **UK Safer Internet Centre** offers specialist resources on a range of topics, including:

- Sexting
- Impersonation
- Digital ghost stories
- The dark web

They also provide a dedicated **helpline for professionals and volunteers** working in sports organisations.

You can access their resources and support here:

[UK Safer Internet Centre – Professionals Online Safety Helpline](#)

[Parents and Carers - UK Safer Internet Centre](#)



12. Training

The UK Safer Internet Centre runs regular CPD sessions either free or a minimal cost.

Events - UK Safer Internet Centre

13. Monitoring

This policy will be reviewed every three years, or in the following circumstances:

- changes in legislation and/or government guidance
- as required by the Football Association of Wales
- because of any other significant change, event or case reviews.

This policy was last reviewed on 19/06/25

Natalie Chamberlain (Senior Safeguarding and Player Welfare Manager)

