



# Great Britain Deaf Football (GBDF)

## SOCIAL MEDIA POLICY

Last updated: March 2026

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### 1. Policy statement

1.1. This policy is intended to help GB Deaf Football (GBDF) Members make appropriate and responsible decisions regarding the use of social media and digital communication platforms.

1.2. Social media includes, but is not limited to, blogs, wikis, social networking websites, podcasts, forums, message boards, comments on web articles, and all current and emerging platforms such as X (formerly Twitter), Facebook, LinkedIn, Instagram, TikTok, YouTube, WhatsApp, Snapchat and any future digital or messaging platforms.

1.3. This policy outlines the standards required of GBDF Members when using social media and digital communication tools and the action that may be taken in the event of a breach.

1.4. GBDF is committed to ensuring that all online activity reflects our values of respect, inclusion, integrity and safeguarding, in line with recognised safeguarding frameworks and best practice governance standards.

### 2. Who is covered by the policy

2.1. This policy applies to all individuals involved with GBDF, including but not limited to players, Committee Members, Board Members, coaching staff, team staff, volunteers and contractors (collectively referred to as "GBDF Members").

2.2. This policy applies whether social media is accessed via personal or GBDF-owned devices and whether activity takes place during or outside GBDF activities.

2.3. This policy applies to both public posts and private communications, including closed groups and direct messaging services.

### 3. Scope and principles

3.1. All GBDF Members are expected to conduct themselves online in a manner that protects:

- The welfare and safeguarding of children and adults at risk;



- The reputation and integrity of GBDF;
- The confidentiality of GBDF information;
- The dignity and rights of all Members and stakeholders.

3.2. Online behaviour must reflect the standards set out in:

- GBDF Code of Conduct;
- Safeguarding Policy;
- Inclusion and Diversity Policy;
- Anti-Bullying Policy;
- Data Protection Policy.

3.3. Breaches of this policy may be dealt with under the GBDF Disciplinary Procedures and Code of Conduct and, in serious cases, may constitute gross misconduct and result in removal from GBDF duties or roles.

3.4. Where appropriate, matters may be referred to UK Deaf Sport (UKDS), relevant governing bodies, or statutory authorities.

## 4. Responsibility for implementation

4.1. The GBDF Board has overall responsibility for ensuring the effective implementation and oversight of this policy.

4.2. The Board shall ensure appropriate governance controls are in place for official GBDF social media accounts, including secure management of account access.

4.3. All GBDF Members are responsible for their personal compliance with this policy.

4.4. Safeguarding concerns arising from online behaviour or digital communication must be reported immediately to the GBDF Safeguarding Officer in accordance with the Safeguarding Policy.

4.5. Concerns relating to reputational, governance or conduct matters should be reported to the Chair or Vice Chair.

4.6. Questions regarding the application of this policy should be directed to the Board.

## 5. Official GBDF Social Media Accounts

5.1. Only individuals formally authorised by the GBDF Board may create, manage or post content on official GBDF social media accounts.

5.2. All official accounts must:

- Be registered with the Board;
- Have login credentials stored securely;
- Have access available to at least two authorised Board Members;
- Be transferred securely when personnel change.

5.3. Official communications must be accurate, respectful and aligned with GBDF strategic objectives and values.



5.4. Official accounts must not be used to express personal opinions, engage in disputes or comment on disciplinary, selection or confidential matters.

## 6. Personal Use of Social Media

6.1. GBDF Members may use personal social media accounts, but must ensure that their conduct does not bring GBDF into disrepute.

6.2. When referencing GBDF in a personal capacity, Members should:

- Write in the first person;
- State their role clearly;
- Include the disclaimer:  
*"The views expressed are my own and do not reflect the views of Great Britain Deaf Football."*

6.3. GBDF Members must not:

(a) Post, share or engage with abusive, discriminatory, racist, sexist, homophobic, transphobic, offensive, threatening or defamatory content.

(b) Disclose confidential or sensitive information, including but not limited to:

- Selection decisions;
- Medical information;
- Personal data;
- Internal communications;
- Financial matters;
- Disciplinary matters.

(c) Engage in online behaviour that could constitute bullying, harassment or victimisation.

(d) Post images or videos of children or adults at risk without appropriate consent in line with safeguarding and data protection requirements.

(e) Engage in direct private messaging with junior players via personal accounts. Communication with under-18s must follow safeguarding guidance and, where possible, include parents/guardians or take place via approved channels.

6.4. GBDF Members should:

- Consider the long-term impact of posts before publishing;
- Avoid posting when angry or emotionally heightened;
- Correct inaccuracies promptly;
- Avoid escalating online disputes;
- Report concerning content to the appropriate GBDF officer.

6.5. Members are personally responsible for the content they publish. Content may remain accessible indefinitely and may be subject to disciplinary or legal review.



## **7. Safeguarding and Online Safety**

7.1. GBDF has zero tolerance for online abuse, grooming behaviour, bullying or any conduct that places children or adults at risk.

7.2. Any safeguarding concerns arising from digital activity must be reported immediately to the GBDF Safeguarding Officer and may be referred to UK Deaf Sport (UKDS) or statutory authorities where appropriate.

7.3. Online safeguarding breaches may result in immediate suspension pending investigation.

## **8. Monitoring and Enforcement**

8.1. GBDF does not actively monitor personal accounts but reserves the right to investigate publicly available content where concerns are raised.

8.2. Alleged breaches will be investigated proportionately, fairly and in accordance with GBDF disciplinary procedures.

## **9. Review of Policy**

9.1. This policy shall be reviewed annually by the GBDF Board to ensure it remains aligned with:

- Governance best practice;
- UK data protection legislation;
- Safeguarding standards;
- Emerging digital platforms and technologies.

9.2. The review date shall be recorded on the front of this document.

