



Reading Football Supporters' Society Limited,
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Eastleigh, Hampshire, SO53 3DA.

www.star-reading.org

SOCIAL MEDIA USE POLICY

| Date of Review | Reason for review | Amendments |
|-----------------------|--------------------------|-----------------------------|
| 14/03/2024 | New Policy For Approval | |
| 12/10/2024 | Minor typo fixes | Typo fixes to 1.1, 2.2, 2.6 |

1. Introduction

- 1.1. This document is drafted in accordance with the existing rules of Reading Football Supporters' Society Limited (known as Supporters' Trust at Reading) and sets out the Membership policy for adoption pursuant to a resolution at a Board Meeting held on 14 March 2024 and the Best Practice guidance issued by the FSA.
- 1.2. This policy is for all Supporters' Trust at Reading board members.
- 1.3. Communication through social networking websites such as Facebook, Twitter, Instagram, LinkedIn and many others is now common practice.
- 1.4. The same common-sense approach applies to this form of communication, as they do to any other, in order to protect the interests and reputation of Supporters' Trust at Reading.

2. Personal Social Network Usage

- 2.1. Do not divulge information which is confidential to Supporters' Trust at Reading, its members, partners or other connected parties.
- 2.2. Ensure that you not conduct yourself in a way that is detrimental to Supporters' Trust at Reading
- 2.3. Supporters' Trust at Reading does have a public profile, and as such can be subject to scrutiny by Reading Football Club, the media and public. This means we all need to take great care to ensure that you do not at any time use social media in a way that could in any way damage the reputation of colleagues or Supporters' Trust at

Reading and those we work with. It means you must behave in a way which ensures there is no negative impact on Supporters' Trust at Reading, your colleagues or the people and organisations we work with and for.

2.4. No information, contact details, images, recordings or photos obtained by you because of your position at Supporters' Trust at Reading can be used or posted in any way.

2.5. Privacy and the reputation and feelings of others must be respected at all times. Board members should obtain the permission of other members before posting contact details or photos. It is in all our interests that you must not place on a website any comment, images or information that may cause reputational damage to Supporters' Trust at Reading or impact upon immediate colleagues or organisations we work with.

2.6. 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.

2.7. It is expected that members of the Board be required on occasions, to make comments relating to the operations of Supporters' Trust at Reading. Comments of this nature MUST be treated sensitively and ensure that there is no negative impact on Supporters' Trust at Reading.

2.8. Board members should assume that your identity will be known, or may quickly become known, to others, and that this may well create significant interest and scrutiny. A personal conversation through social media can very quickly become very public, as is the case with any electronic communication. Unless the use or access is strictly for Supporters' Trust at Reading business purposes, you should certainly not make any posting, statement or comment that could in any way be taken as a Supporters' Trust at Reading comment, and never about the business of Supporters' Trust at Reading.

2.9. Board members should be aware that social media content can be ordered to be disclosed to the courts for use in the event of litigation.

3. Disclaimer

3.1. All biographies on personal Twitter accounts or other social media accounts should state that "the views expressed are personal and not those of Supporters' Trust at Reading"

3.2. As with all our policies, any suspected breach of this policy will be treated seriously and investigated and may result in disciplinary action.

3.3. This policy relates to personal social media usage and the same principles should be upheld when using the official STAR communications channels. This policy should be read in conjunction with the Board Membership & Conduct Policy.

4. Review

4.1. This policy will be reviewed by STAR's Board biennially, but members may call for it to be reviewed at any time by contacting the Secretary.