



# Tiki Taka Football Academy



*Ambition + Motivation + Teamwork = Success*  
<https://www.tikitakafotballacademy.com>

## **COACHES SOCIAL MEDIA & COMMUNICATIONS ACCEPTABLE USE POLICY**

Coaches and volunteers are in a position of great responsibility in the development and safeguarding of the children and young players. Additionally, when engaging in correspondence with parents, officials or other clubs and when utilising social media they are the public representative of Tiki Taka Football Academy. As such, the following guidelines must be adhered to:

### **E Mail**

01. Ensure that any e mail address used for correspondence relating to Tiki Taka Football Academy is not offensive or inappropriate. It may be necessary for coaches to create a free Gmail account solely for the purpose of TTFA related communications.
02. Avoid typing all offensive, abusive or insulting remarks and profanity of any kind.
03. Be aware that e mails can be tracked, copied and forwarded and that anything typed in an e mail that questions the character of a club, organisation, coach or player can be deemed as libellous.
04. Should an e mail be received by a coach of which they were not the intended recipient, it should be deleted immediately.
05. Avoid the transmission of any sensitive or confidential information via e mail.
06. Should a coach or volunteer leave TTFA, all emails pertaining to the club must be destroyed.

### **Mobile Phone**

01. It is good practise to hold contact names and numbers of players and parents in a coach's mobile phone in the event of an emergency.
02. Thereafter, coaches must take all appropriate measures to avoid the theft or loss of their mobile device as it will contain personal and contact information regarding members of the club.
03. Avoid typing in text all offensive, abusive or insulting remarks and profanity of any kind.
04. Be aware that text messages can be tracked, copied and forwarded and that anything typed in a message that questions the character of a club, organisation, coach or player can be deemed as libellous.
05. Texts and phone calls regarding TTFA should be conducted at an appropriate time. TTFA deem 'appropriate' to be between the hours of 8am and 8.30pm on weekdays and 8am and 6pm on weekends. However, the club is aware that in certain circumstances, for example a pitch being 'called – off' on a Saturday morning, that it may be necessary to communicate via text or phone outside of these hours.
06. Coaches and volunteers should contact adults only. They must never ring or text the player themselves.
07. Should a coach or volunteer leave TTFA, all contact details for the team must be immediately deleted from the mobile phone and any synced devices.



# Tiki Taka Football Academy



*Ambition + Motivation + Teamwork = Success*  
<https://www.tikitakafotballacademy.com>

## WhatsApp & Group Chats

01. The official 'group chats' for a team must be created by the lead coach and must include a contact for every team member. There must be no favouritism as to who is included and no exclusion of any team member. It may be necessary to delete any existing groups and 'start afresh' after reading this policy.
02. The group chat must contain only adults – the players must not be included in the group.
03. The official group chat must be utilised **solely** for the purpose of conducting team business and formalising arrangements. It is not for social purposes of any kind.
04. Always respect the players and parents - never harass, abuse, or otherwise humiliate via the messages sent.
05. Avoid typing in text all offensive, abusive or insulting remarks and profanity of any kind.
06. Coaches must delete any offensive, abusive or insulting remarks and profanity of any kind that has been typed by the parents . This must be reported immediately to the Welfare Officer, Chairman or Secretary.
07. Should any parent wish to create an additional, more social group chat, then the coaching team may partake in this but **must still adhere to the guidelines of this policy**, considering mainly the use of abusive language, accusations of favouritism and the reporting of discriminatory or offensive comments from parents. For these reasons, coaches may wish to consider avoiding being part of such a group.

## Social Media

**These guidelines apply to, but are not limited to, the use of Facebook, Instagram, Twitter and Snapchat.**

01. Avoid all offensive, abusive or insulting remarks made toward any player, official, or parent on social media. Avoid profanity of any kind.
02. Posts and comments should show respect to the decisions of the referees and officials and the outcomes of the matches played. Do not report scores on social media or personally name coaches or players of other teams.
03. Photographs and videos must only contain TTFa players. NB: If a coach wants to take action shots during a match, they may seek the permission of the opposition but must avoid capturing the faces of the opposing team.
04. If a coach is utilising their own profile page or account to comment or post regarding TTFa, they must ensure that all comments and media previously posted and available on their account is suitable for a role model and representative of the club. Coaches may wish to keep their personal and TTFa accounts and profiles separate. Tiki Taka Football Academy has 3 official Facebook pages and an official Twitter account that coaches may utilise via the Club Secretary.
05. Posts should show respect for the players and parents and always focus on the positives and improvements.
06. Ensure posts and comments are well – balanced and show no favouritism within a team.



# Tiki Taka Football Academy



*Ambition + Motivation + Teamwork = Success*  
<https://www.tikitakafotballacademy.com>

07. Should a coach or volunteer find that a parent at the club is using social media inappropriately they have a responsibility to notify the Welfare Officer, Chairman or Secretary.
08. Coaches should be aware that social media sites have age limits and restrictions and should a young player of the club be found to be utilising social media outside of these guidelines or boundaries, a coach or volunteer has a responsibility to notify the Welfare Officer, Chairman or Secretary.
09. As with mobile phone communication, coaches and volunteers should comment, tag and message adults only. They should avoid exchanging comments with the player themselves.

By reading and signing this document, coaches and volunteers agree to abide by these principles and guidelines. Tiki Taka Football Academy reserve the right remove any coach or volunteer who breaches any part of this policy with immediate effect. In addition, if deemed appropriate to protect the good name or sustainability of the club or the welfare of its members, disciplinary, monetary or legal action may be taken.