

# DERBY COUNTY SUPPORTERS' SOCIETY LIMITED - RAMSTRUST

## SOCIAL MEDIA USE POLICY

### Introduction

This document is drafted in accordance with the existing Rules adopted pursuant to a resolution of the Society at a General Meeting and the Best Practice guidance issued by the Football Supporters' Association. The policy was agreed at a Board meeting on 15th December 2022.

This policy is for all Board Members of RamsTrust (the Trust) and includes all social media accounts and digital social networks.

This policy is in place in order to protect the interests and reputation of the Society.

### Social Media Usage

Do not divulge information which is confidential to the Society, its Members or suppliers

Ensure that they do not conduct themselves in a way that is detrimental to the Trust

No derogatory language should be used towards:

- any player or person associated with Derby County Football Club (the Club)
- any Member of the Trust
- any person online commenting on the Club or the Trust
- any member of the wider football community, which includes match officials, other clubs, leagues, associations etc
- any player, official or representative of the above

The Trust does have a public profile and, as such, can be subject to scrutiny by the media and public. This means all Board Members need to take great care to ensure that they do not at any time use social media in a way that could damage the reputation of the Trust and its partners. Board Members must behave in a way which ensures there is no negative impact on the Trust, its Members or the people and organisations the Trust works with and for.

Privacy and the reputation and feelings of others must be respected at all times. Board Members should obtain the permission of other Board Members before posting contact details or photographs. It is in everyone's interests that

Board Members do not make any comment, share images or information that may cause embarrassment to the Trust.

Great care should be taken at all times 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.

In the course of working on behalf of the Trust, Board Members could have access to information relating to the finances, budgets, transfer or recruitment activity of the Club. Information of this nature MUST be treated sensitively and confidentially. It is expressly prohibited for Board Members to comment on such matters publicly.

As much as possible, personal Twitter accounts (or other social networks) should not be used for Trust business.

If personal Twitter accounts (or other social networks) are likely to be used to comment on official Trust activity, biographies should state that "the views expressed are personal and not those of RamsTrust". No opinions should be expressed which are contrary to Board collective responsibility once agreed.

Trust accounts should block anyone sending abusive messages, anyone discriminating or engaging in intentional provocation.

It is the responsibility of anyone publishing content on the Trust's behalf to ensure they take additional precautions if they themselves use personal accounts i.e. keep the Trust's accounts separately and ensure they are aware of which account they are using before posting any material.

As with all the Trust's policies, any suspected breach of this policy will be treated seriously and investigated and may result in disciplinary action in accordance with the Board Membership and Conduct Policy.