

Carlisle United Supporters' Club London Branch – Social Media Policy

Last updated: 1 August 2025

Purpose

The CUSC London Branch Social Media Policy provides a framework for committee members using social media, particularly when posting content via the Branch accounts (across all platforms).

This includes X (formerly Twitter), Facebook, Instagram, TikTok, Snapchat, LinkedIn, Bluesky, YouTube and Threads, and any other platforms utilised by the Branch such as Blogs, Vlogs, fan forums and message boards, or content capture sites.

The term 'social media', in this instance, also takes into account the official Branch website, and all WhatsApp or similar chat groups administered by the Branch.

Social Media

Social media is a place where people exchange information, opinions and experiences to learn, develop and inform.

Whether handling a Branch or personal account, committee members should remain vigilant and avoid damaging the reputation and standing of the Branch in any way.

This policy provides practical advice to committee members to help them avoid issues that might arise through careless use of social media.

Scope

We expect all committee members to follow this policy.

This policy is built around two different elements: one, representing our Branch via social media and two, using personal social media channels.

Policy Elements:

Using official Branch social media channels

Committee members who are given access to Branch accounts and platforms are expected to act carefully and responsibly to protect the Branch image and reputation.

Committee members are expected to:

- Be respectful, polite and patient when engaging in conversations on our Branch channels. Take extra care when making declarations or promises towards Branch members, fans, customers and stakeholders.

- Avoid speaking on matters outside your field of expertise, where possible. All committee members should be careful not to answer questions or make statements that fall under somebody else's responsibility. To assist with this, the Information Officer and team will be responsible for the ongoing monitoring and oversight of all Branch platforms, and will liaise with the appropriate committee member(s) should specific queries arise [please note - committee members are not expected to monitor social media constantly, this will be facilitated by the Information team].
- Observe laws on copyright, trademarks, plagiarism, fair use, and observe the Branch Data Protection Policy at all times.
- Avoid deleting or ignoring comments, even if hyper-critical of the Branch. Where a response is relevant, such posts and comments should be replied to politely and in a timely fashion.
- Never post, quote, repost or share discriminatory, offensive, libelous, slanderous or potentially sensitive comments of any kind. The Information team will correct or remove any damaging, misleading or false content as quickly as possible.

Using personal social media channels

The Branch has and expects no direct control over committee members who use personal social media accounts, message boards, forums, etc.

However, on matters relating to the Branch and to Carlisle United, we ask you to act and post responsibly, with an understanding that, as a committee member, your views can quickly be attributed to the Branch, particularly if you do not make it clear that you are posting from your own personal point of view.

The Branch will never seek to restrict what you post, but you are expected to adhere to confidentiality and conduct policies at all times. We also caution you to avoid violating anti-harassment or bullying policies, or falling into the trap of posting something that might make your position untenable (e.g. hate speech or discriminatory comments of any kind).

Committee members are advised to:

- Use wording which aims to minimise the risk that personal comments, accounts are seen as being representative of the Branch.
- Never imply that your posts are endorsed by the Branch. The Branch advises the use of a disclaimer for potentially contentious or inflammatory content (e.g. 'all opinions are my own').
- Avoid sharing intellectual or copyrighted property or material without approval of the Branch committee.
- Avoid any defamatory, offensive or derogatory content or comments. Legal action can be taken by authorities or individuals against anyone who makes a post of this kind.

Implementation of the Policy

All channels will be monitored by members of the committee at all times.

If policy guidelines are breached in any way, this may lead to a warning about future conduct from the committee.

Gross misconduct, or a clear breach of policy guidelines, in the view of the majority of the committee, may lead to removal from the committee.