

WOMEN OF WIMBLEDON SUPPORTERS ASSOCIATION (WOWSA)



SOCIAL MEDIA POLICY

These guidelines explain our expectations and the standards of behaviour we have for anyone engaging or posting on the Women of Wimbledon Supporters Association (WOWSA) social media channels and groups. They are designed to clarify our approach to social media interaction and for the protection of all members and non-members who embrace the aims and goals of our supporter association, this will include the moderation of comments and other content on the WOWSA social media channels and groups. In addition, if admin reasonably believe, from previous social media comments or open source research, that individuals are unlikely to support WOWSA aims (See Annex A) they will not be added to closed social media groups, such as our Facebook group.

This acceptable use social media policy has been developed to accompany the launch of WOWSA.

For the purpose of clarity, we define social media as any type of interactive online tool which enables instant communication between parties. This includes, but is not limited to, social forums, messaging exchange applications, blogs, video and profile-related websites, and emails.

It is essential that members make informed decisions about how they engage on the WOWSA social media channels and pages. We want everyone to feel safe and unthreatened online so please follow the 5 principles below. Failure to follow the policy could lead to removal from the WOWSA social media channels and online groups.

Be Responsible: Make sure you're engaging in social media conversations in the right way. Anything posted on social media has the potential to “go viral” and reach unintended recipients if it is forwarded or shared. This can happen regardless of your personal privacy settings so please ensure you are only posting content that you would feel comfortable showing to anyone. Avoid hostile or harassing communications and language in any posts or other online communications. WOWSA believe in equality and inclusivity, any discrimination, as defined below, will not be accepted on our social media platforms and channels:

- Racism
- Offensive or hostile comments towards a religious group or belief;

- Homophobia
- Transphobia
- Misogynistic or sexist language
- Jokes or comments which ridicule any disability, tragedy or any other suffering which is likely to cause hurt or distress
- Anything that is abusive or insulting
- Any threats that have reference to violence or physical harm

Protect Information: WOWSA encourages you to share information, connect with people and build relationships on our social platforms. Please be aware that through your relationship with WOWSA you may have access to confidential information that shouldn't be made public.

Be Transparent: Ideally using your own name and photograph when engaging on social media is preferable, and be honest in your posting.

Follow the Code of Conduct, Follow the Law: Social media lets you communicate incredibly fast and information / messages can “go viral”, this makes it difficult to fix an inaccurate message once you've shared it, we advise you double check all content before you share it, both for accuracy and to make sure it isn't offensive in any way. You must not post anything which infringes any applicable laws, regulations or third-party rights, for instance by posting material which is obscene, indecent, pornographic, seditious, offensive, defamatory, threatening, liable to incite racial hatred, menacing, blasphemous or in breach of any third party Intellectual Property Rights.

Have Fun, Be Nice and Connect: Social media is a place to have conversations and build connections, whether for yourself or WOWSA . The connections you'll make on social media will be much more rewarding if you engage in conversations rather than push agendas.

If you have any questions about WOWSA's social media policy please contact womenofwimbledon@gmail.com

XX March 2023

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Annex A – WOWSA Aims

The Women of Wimbledon Supporters Association (WOWSA), a voluntary organisation, encourages, supports and enhances the experience of female supporters, and encourages supporter diversity at AFC Wimbledon (which includes the men's first team, the women's first team and the Foundation).

WOWSA believes in encouraging more women and their families to support our club and maximise attendances.

WOWSA welcomes members who support our aims irrespective of their gender, race, religious belief, disability or sexual orientation.

WOWSA will support AFC Wimbledon by:

- Encouraging, supporting and enhancing the experience of female supporters
- Encouraging supporter diversity and supporting the Foundation and club in its diversity and inclusion agenda.
- Actively encouraging diversity in the supporter base
- Providing a safe and supportive environment for women
- Arranging social events to bring supporters together
- Providing information and assistance to women supporters
- An ambassadorial role to promote the excellent work AFC Wimbledon already does in inclusion for women
- Assist the boards in needs of women to enhance their outreach – e.g. women on boards
- WOWSA will consider suggestions for eg social events, transport shares to away games, attending away games together.