



Social Media Policy Document

THE USE OF SOCIAL MEDIA BY WFLA MEMBERS

In recent years, social media platforms, and networking websites such as 'Facebook,' Instagram, and 'X' have become a part of our everyday lives. Overall, the use of social networking websites can be seen to be a positive influence on walking football. When used correctly, it can be instrumental in raising the profiles of individuals, clubs, and the game itself and allows individuals to actively engage with fans and build positive relationships with their peers.

In addition, social networking websites also have the power to raise awareness of campaigns and to positively encourage other individuals to watch and play the national game fairly. As a member of the WFLA, we encourage individuals to be ambassadors for the game of walking football and therefore, they should always exercise professional judgment and common sense in their approach to anything that is written on social networking sites.

Individuals should not refrain from communicating on social networking sites, everyone has the right to express themselves online, but anything that is said/written by an individual can reflect on the WFLA.

We have adopted the FA's Code of Conduct which illustrates the necessity for good behaviour and encourages the positive message to be adopted when using social media networking sites. Therefore, as ambassadors for the WFLA, members should learn to balance personal and professional information and should think how their actions may affect the image of the walking football game.

As best practice, WFLA expects its members to:

1. Be respectful and positive, treating others as they would wish to be treated. Respect is part of the game and is fundamental to the WFLA. As an ambassador for the game, individuals should always be professional and polite in respect of their audience and the communities with which they interact online. Regardless of religion, race, sex, sexuality or national origin, everyone deserves to be treated with the same equal respect.

2. Remember that the internet is permanent and that information travels fast and easily online. Many different audiences will see a post and therefore individuals should remember that deleted postings tweets (delete) can always be located. Individuals should not post anything that they would not be comfortable seeing in the media.

3. Be in the right state of mind when writing a post. Individuals should never post when they are angry, upset or their judgment is impaired as this can lead to engaging in insulting behaviour and the alienation of other individuals.

4. Be responsible for what is written. Every individual who is actively involved in walking football with the WFLA has a responsibility for upholding the image of the game.