

SHOTS TRUST: MEDIA POLICY

Media guidelines

This guidance note sets out the principles which all SHOTS TRUST officers (employees and directors) are expected to follow when representing the Trust's views in either online or printed media. Experience has shown that this can include personal online media accounts; views shared there can be used by any media outlet as "a SHOTS TRUST officer said.....". It is especially important to realise that the personal actions and comments of SHOTS TRUST officers can be taken as reflecting the views of the Trust itself. We must therefore behave always in ways that are consistent with SHOTS TRUST values.

These guidelines are written to:

- help all officers of the SHOTS TRUST to engage with the fans, Club and community whilst protecting the Trust's reputation and integrity, and
- help to ensure that supporters feel able to trust the SHOTS TRUST and its officers.

Guidelines

Shots Trust officers should:

1. Be transparent, always use their real name, identifying their association with the SHOTS TRUST and being clear about their role;
2. Never make false or misleading representations. **All** claims must stand up to scrutiny;
3. Never make 'trolling' remarks that could be interpreted as controversial or discriminatory;
4. Do not report on confidential SHOTS TRUST conversations and correspondence;
5. ALWAYS liaise with fellow SHOTS TRUST officers or the TRUST CHAIR if you find yourself in a situation online that could become antagonistic. Feel free to ask for advice;
6. ALWAYS liaise with the CHAIR if considering contracting / engaging with people with whom the SHOTS TRUST has an existing relationship (such as a Club, League or FA official);
7. NEVER give analysis/comment on matters relating to on-going legal matters or litigation;
8. Refer ALL media inquiries to the SHOTS TRUST CHAIR.

Acting in a personal capacity or for another organisation

Just because an account does not identify the individual as a SHOTS TRUST officer, it does not mean that the individual's activities in that space fall outside of these guidelines. SHOTS TRUST officers should:

1. ENSURE that there is a clear division between "SHOTS TRUST" pages and "personal" pages;
2. NEVER use the SHOTS TRUST logo to promote personal views;
3. NEVER disclose information that could bring the SHOTS TRUST into disrepute;
4. BE AWARE that offensive comment about SHOTS TRUST members, Club supporters or officials may be deemed a disciplinary offence.
5. AVOID potential conflict if speaking on behalf of another organisation, whose policies on specific subjects differ from those of SHOTS TRUST, by finding someone else to handle the media inquiry. If in doubt, notify and discuss the matter with the SHOTS TRUST CHAIR to see if alternative options exist.

Aldershot Town - Shots Trust 2020

It is a privilege to represent the views of the members of SHOTS TRUST and that privilege must be respected and protected.

An officer of the TRUST is always on duty.

DEFAULT: If in doubt please ask.