

LEEDS UNITED FOOTBALL CLUB, SOCIAL MEDIA POLICY FOR FANS

Our Equality Policy States:

Leeds United FC endorses the principle of equality and will strive to ensure that everyone who wishes to be involved in the club whether as players, fans, staff, Board members, participants and other people engaged in the club's activities

- Has a genuine and equal opportunity to participate to the full extent of their own ambitions and abilities, without regard to their age, disability, gender reassignment, marital or civil partnership status, pregnancy or maternity, race, religion and belief, sex or sexual orientation; and
- Can be assured of an environment in which their rights, dignity and individual worth are respected, and in particular that they are able to enjoy their engagement at the club without the threat of intimidation, victimisation, harassment, bullying and abuse

The aim of the Leeds United FC Equality Policy is to promote our own equality objectives and in doing so, help to ensure that everyone is treated fairly and with respect.

Social Media can be a very positive way of communicating, and used responsively, can encourage healthy debate, opinion, information sharing and enhance the experience of the Leeds United community.

Fans can access a number of official social media platforms for the Club:

Facebook: <https://www.facebook.com/LeedsUnited>

Twitter: <https://twitter.com/lufc>

Instagram: <https://www.instagram.com/leedsunited/>

Any others?

Guidelines

When engaging on social media platforms, we ask that you adhere to the following guidelines:

- Respect all of our staff and players
- Respect fellow fans and opposition supporters
- Respect the match officials and the decisions they make during a match
- Do not place yourself or others in danger
- Remember that your comments will be seen by children and young people
- Refrain from any discriminatory language, opinions, videos or pictures. This includes homophobic, Islamophobic, Antisemitic, Racist, Sexist and abusive comments, or any

discriminatory language by means of race, religion or belief, gender, sexual orientation, disability, colour or national or ethnic origin.

Actions

Should a person be found to contravene the above guidelines and we are able to identify the person concerned, the Club will instigate the disciplinary process.

Actions, dependant on the circumstances and at the discretion of the club can include:

- Reporting to the social media platform used
- Reporting to the police
- Banning from matches
- Reporting to the Premier League

Any actions will be at the sole discretion of the club.

If you have been affected by Social Media posts in relation to the Club

LUFC - To report to the club, fill out the report form:

<https://www.leedsunited.com/club/equality>

Premier League guidance:

<https://www.premierleague.com/news/2105856>

Kick it Out report form:

<https://www.kickitout.org/forms/online-reporting-form>

West Yorkshire Police reporting hate crime:

<https://www.westyorkshire.police.uk/advice/abuse-anti-social-behaviour/hate-crime/hate-crime>

Advice for parents & carers

The NSPCC provides advice for parents and carers supervising young people on social media: <https://www.nspcc.org.uk/keeping-children-safe/online-safety/>

The Thinkuknow website provides advice for both parents and young people:

<https://www.thinkuknow.co.uk/>

