Social Media Policy for Supporters

Social Media platforms allow Aston Villa FC to connect with our all of our supporters regardless of where they are in the world. It gives us an opportunity to engage with our fans in a responsible and respectful way and we expect that fans respond in a similar way. We do recognise that not everyone online will post in a responsible and respectful way and we are aware that social media platforms can be used as a tool to spread hate and abuse.
This Social Media Policy provides guidance on engaging with the club, its players, staff and other fans on social media, and sets out the action we will take, and the action we ask you as fans to take, to ensure that our collective experience on social media is as positive, inclusive, safe and as healthy as can be.

In line with our Equality Policy, Aston Villa Football Club have a zero-tolerance approach to abuse and discrimination, and this extends to and online abuse on any of our social media platforms.

Aston Villa Social Media Channels are listed below along with links to where you report posts/comments. We use our channels on social media platforms to inform and entertain, to share our stories and make you as fans feel welcome, valued and included as a part of this club.

Social Media Platform	AVFC Official Page	Report Incident
Twitter	https://twitter.com/AVFCOfficial https://twitter.com/AVWFCOfficial https://twitter.com/AVFCFoundation https://twitter.com/avfcarabia https://twitter.com/avfcjapan	https://help.twitter.com/en/safety-and-security#sensitive-content
Facebook	https://www.facebook.com/avfcofficial/ https://www.facebook.com/AstonVillaWomen https://www.facebook.com/AVFCFoundation	https://www.facebook.com/help/181495968648557/
Instagram	https://www.instagram.com/avfcofficial/ https://www.instagram.com/avwfcofficial https://www.instagram.com/avfcfoundation	https://help.instagram.com/contact/383679321740945
YouTube	https://www.youtube.com/@avfcofficial https://www.youtube.com/playlist?list=PLiR0-7AEE2HrEcBCwPz9EL-u3rHyo7xQ5	https://www.youtube.com/intl/en-GB/about/policies/#reporting-and-enforcement
TikTok	https://www.tiktok.com/@avfcofficial https://www.tiktok.com/discover/aston-villa-womens-team	https://support.tiktok.com/en/privacy-safety/report-inappropriate-content-default

Threads	https://www.threads.net/@avfcofficial	https://help.instagram.com/6602413966453273

As a Club, we are committed to embedding equality, diversity and inclusion into everything we do. We are committed in the fight against all forms of discrimination wherever we find it and we ask our fans, when engaging online, whether that is with the Club, with each other, or with anyone else, to do the same.

Report incidents to the Club
If you witness discriminatory online abuse related to Aston Villa FC, staff, players or supporters, we ask that you also report these to the Club via email; Equality@avfc.co.uk
When contacting us, please share details of the content and screenshots of any offensive social media posts where possible. The Club will acknowledge receipt of your complaint and respond directly if we require further information in order to investigate.
We will look at every complaint and if we do not respond this does not necessarily mean that we have not taken action, or that the Club endorses the incident or content under complaint.

What we will do
We will examine complaints on a case by case basis, and will investigate if we believe the posts or content:

1. Contravene the Club values
2. We believe the post(s) bring the Club into disrepute, and/or;
3. Target our players, coaches, staff and/or family members
4. Where we can identify a supporter of the club

Actions we would then take could involve:

- Banning the individuals or groups from attending AVFC matches
- Blocking the individuals or groups from following our global social media accounts
- Deleting discriminatory posts on social media platforms, where possible
- Reporting the individuals or groups to the social media platform
- Reporting the individuals or groups to the police if we have grounds to believe a crime has been committed
- Working with the police and authorities to support prosecutions

Report crimes to the Police
You should report incidents directly to the police if you have been a victim of a crime or you feel a crime has been committed through social media. You can also report incidents to the West Midlands Police via Twitter. To do so, please send a direct message to the @WMPolice account.
You can also report the incident by clicking on the following links
Report-it.org: https://www.report-it.org.uk/your_police_force
https://www.west-midlands.police.uk/your-options/hate-crime/third-party-reporting-centres
https://www.westmidlands-pcc.gov.uk/victims/for-victims/hate-crime/

Report incidents to Kick it Out
Aston Villa work in partnership with Kick it Out, English football's equality and inclusion organisation. You can report an incident via this online form: https://www.kickitout.org/forms/online-reporting-form

Advice for parents

Parents should be aware of the use of social media by children who may be particularly susceptible to harmful content online and we recommend that parents appropriately supervise this usage.

The NSPCC provides useful resources on keeping children safe online: https://www.nspcc.org.uk/keeping-children-safe/online-safety/