



## SOCIAL MEDIA GUIDELINES

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Swansea City AFC applauds all means of communication with its supporters and recognises that social media such as Twitter, Facebook and Instagram allow the Club to participate in interactive discussions and share information on a global scale about the Club and its Players.

However, the Club is also aware that the use of social media sites can allow for unwarranted criticism and in some cases hate crime. The Club is also aware that behaviour of this nature is, at times, directed at individual supporters or minority people groups.

Swansea City AFC will #TakeAStand and will not tolerate any hate crime or discriminatory behaviour via any of its social channels. This includes but is not limited to:

- Any content which is unlawful, harmful, or of a defamatory nature
- The promotion of illegal activity or violence
- *Hate crimes* that is targeted at a person because of hostility or prejudice towards that person's disability, race or ethnicity, religion or belief, sexual orientation, or transgender identity.

The Club will be actively supporting Kick It Out's #TakeAStand initiative by encouraging all our social media followers to take action and call out any acts of discrimination they see on our social channels.

The Clubs social media is continuously monitored and any communication (wording or imagery) that could be deemed as hate crime will be reported to the relevant authorities, this can result in the post being removed and in some cases the individuals access to Club social media being withdrawn.

If an individual would like to report any content that they see on the Clubs official social media, they can do so by emailing [support@swanseacity.com](mailto:support@swanseacity.com)

Individuals can also report incidents of discrimination via [Kick it Out](#)