



## SOCIAL MEDIA GUIDELINES

---

Swansea City wants to utilise all forms of communication with its supporters and recognises that social media platforms such as X (formally known 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 work on and off the field.

However, the use of social media sites can allow for unwarranted criticism and, in some cases, hate crime. There are occasions where behaviour of this nature is directed at individual players, supporters or minority groups.

Swansea City 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: The targeting of 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's social media channels are continuously monitored, and any communication (wording or imagery) that could be deemed a 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can result in the post being removed and in some cases the individuals access to the Club's social media accounts being withdrawn.

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

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

Further details of online reporting can be found [here](#).