

LEICESTER CITY SUPPORTERS' SOCIETY LIMITED

(THE FOXES TRUST)

SOCIAL MEDIA USE POLICY

Introduction

This policy document is for all Foxes Trust Board and Subgroup members. It is drafted in accordance with the existing Society Rules and the best practice guidance issued by the Football Supporters' Association (FSA).

Communication through social media channels should follow the same common-sense approach as applies to any other form of communication, formal or informal, written or conversational, in order to protect the interests and reputation of Foxes Trust, its members and those members who represent the Society.

Board and Subgroup members are often active participants in online discussion spaces, including social media platforms, messageboards, podcasts, livestreams and other supporter-led media. This policy recognises the value of supporter engagement while ensuring that the Trust's agreed positions and reputation are protected.

General Social Media Policy

- Do not divulge information that is confidential to Foxes Trust, its members, partners or suppliers.
- Ensure you conduct yourself in a way that is not detrimental to Foxes Trust.
- Foxes Trust maintains a public profile, and as such can be subject to scrutiny by the media and public. You should ensure that you do not at any time use social media channels in a way that could damage the reputation of Foxes Trust, its members, or those it works with.
- No information, contact details, images, recordings or photos obtained by you in your position at Foxes Trust should be posted to social media channels without appropriate permission.
- Privacy, reputation and feelings of others must be respected at all times. It is in your interests not to place on a website or social media channel any comment, image or information that may cause unnecessary embarrassment or harm to Foxes Trust or its members.
- Care should be taken at all times to avoid using language which could reasonably be deemed offensive or abusive.

There is an important distinction between:

1. Acting **as a representative of Foxes Trust**, and
2. Acting **in a personal capacity as an individual supporter**.

1. Representing Foxes Trust

When appearing in media interviews, podcasts, livestreams or posting on public forums **on behalf of Foxes Trust**, you should:

- Represent the consensus position of the Trust.
- Avoid presenting personal opinions as Trust policy.
- Ensure that any comments align with agreed messaging.

2. Personal Social Media Use

Foxes Trust recognises that Board and Subgroup members will often have their own personal presence on social media and within supporter communities.

When acting in a **personal capacity as an individual supporter** members are free to express personal views and participate in supporter discussion, including through social media platforms, messageboards, podcasts, streams and other fan media.

However:

- Personal commentary must not directly contradict, undermine or campaign against a position that has been formally adopted by Foxes Trust.
- Where Foxes Trust has agreed a stance or public position, Board and Subgroup members should respect that collective decision in public forums.
- Board members are encouraged to raise disagreements internally through the appropriate Trust processes rather than through public commentary.
- Reasonable efforts should be made to clarify that you are speaking as an individual supporter and not on behalf of Foxes Trust.
- Presenting personal opinions as Trust policy is forbidden.

This approach allows individuals to maintain their personal voice while ensuring that agreed Trust positions are not publicly undermined.

When acting in a personal capacity, it is still encouraged to discuss and highlight the Foxes Trust and the work that the Trust is currently undertaking.

You should be aware that content posted on the internet or social media channels can be subject to public scrutiny and may be disclosed for use in litigation.

As with all our policies, any suspected breach will be treated seriously and investigated and may result in disciplinary action.

V1.0 April 2026