

NFST BOARD MEMBERSHIP & CONDUCT POLICY

ELECTED MEMBER CODE OF CONDUCT

INTRODUCTION

1. This Code outlines appropriate conduct for elected members, and addresses both the requirements of office and their personal behaviour.
2. The Code seeks to expand on or complement the 1865 Supporters Society Limited (hereafter known as “the Trust”) Model Rules. A copy will be included in candidates’ packs for the information of members who are considering seeking election to the NFST Board, Councils or Advisory Bodies. It will be provided to all newly-elected members.
3. Members seeking election to the NFST Board, Council or Advisory bodies will be required to sign a declaration on the nomination form to confirm that they will comply with this Elected Member Code of Conduct in all respects and that, in particular, they will support club, supporter and community objectives and uphold the following principles of the Trust;
 - A commitment to the Trust objectives in ensuring the integration of the club into the wider Nottingham community and to help ensure the stability and sustainability of the club in the interests of the supporters and the community.
 - Democratic operation of the Trust.
 - Non-distribution of any profit generated by the Trust.
 - Supporters of the club playing a responsible role in the life of the club they support and achieving the greatest possible influence in the ownership and running of the club through the ownership of shares by the Trust collectively, and the democratic election of NFFC supporters’ representatives onto the board.
 - A commitment to equal opportunities in the operation of the Trust and to support the Trust principles in relation to violence, discrimination and racism.

QUALIFICATIONS FOR OFFICE

1. Every fully paid-up member of the NFST aged 18 years or over has the opportunity to stand for elected office. To qualify for elected office with NFST individuals must not:
 - Be currently declared bankrupt or have a legally binding voluntary arrangement with their creditors in place.
 - Be subject to a disqualification order made under the Company Directors Disqualification Act.
 - Have been convicted of an indictable offence (other than a spent conviction as defined by the Rehabilitation of Offenders Act 1974).
 - Have been removed from membership of a recognised professional body and not been reinstated.
 - Have been adjudged by the Board to have brought the NFST into disrepute in the last five years.
2. Elected members must continue to comply with the qualifications required to hold elected office throughout their period of tenure. The Secretary must be advised by the member concerned of any changes in circumstance which disqualify the member from continuing in office.
3. The NFST board of directors is collectively responsible for running the Trust's affairs on behalf of the members. It is expected to provide leadership and direction for the organisation.
4. To maintain an effective board, each director must be willing and able to contribute constructively and positively to achieve the aims of the Trust. Each director is also expected to act with integrity, treat everyone with whom they have dealings as a director with respect and politeness, and uphold the reputation and good name of the Trust.

5. Each director has legal duties to the Trust and is responsible for the success of the Trust and the legal compliance with relevant legislation and guidelines. For reference, the statutory statement of the seven general duties of a director are:
 - Duty to act within your powers as a director of NFST
 - Act in the best interests of and promote the success of NFST
 - Exercise independent judgement
 - Exercise reasonable care, skill and diligence at all times
 - Avoid conflicts of interest
 - Not to accept benefits from third parties
 - To declare interests in proposed transactions or arrangements with NFST
6. The board will hold meetings on a flexible and mutually convenient and agreed timing schedule, but in some cases weekend and evening meetings will be necessary. It will be scheduled to meet at least once a month, and board sub-committees and working groups will meet as required. Sub-committee meetings will be required to meet on a regular basis during the establishment of the Trust. However, a director's role will extend beyond attending board, sub-committee and working group meetings and a high level of engagement is required. Each board member will need to be aware that, for a director to be effective, the work is likely to require a significant and continuous time commitment.
7. There are no specific requirements regarding a candidate's skills or experience, but directors should have a good understanding of business and commercial issues and/or public policy and community issues. The candidate's attention is drawn to Appendices A & B which schedule the typical personal qualities and key skills and identify key tasks required of board members and officers. Each candidate should carefully consider these requirements and also the significant time commitments required prior to putting their name forward for election.
8. No fees are paid to directors in their capacity as board members.

ROLES, FUNCTIONS & RESPONSIBILITIES OF A BOARD MEMBER

1. In carrying out their duties as an elected Trust board director, members must:
 - adhere at all times to the NFST Model Rules and support its objectives and purpose.
 - act in the best interests of the Trust at all times.
 - contribute to the workings of their elected body in order for it to fulfil its role and functions as defined in the Trust Model Rules and the applicable terms of reference.
 - be aware that any Councils and Advisory Bodies are subordinate to the Trust board.
 - recognise that their role is a collective one. Board members will exercise collective decision making in the meeting room which is recorded in the minutes. Outside the meeting room an individual elected member has no more rights and privileges than any other member.
 - undertake periodic board training sessions
2. In particular, it shall be considered a breach of the Disciplinary Policy for a Trust board member to maliciously attempt to publicly undermine any decision or policy of the Trust board including the use of any medium where the Trust board member's identity is concealed through the use of a pseudonym (e.g. on-line forum, blogs etc.).
3. Any Trust board member who ceases to comply with the criteria set out in this Board Membership and Conduct Policy, ceases to be a NFST member or resigns is to vacate the position of Trust board member.
4. Any Trust board member who fails, without good cause, to attend 3 consecutive board meetings or fails without good cause to participate in board training is to vacate the position of Trust board member if required to do so by a majority of the other Trust board members.

5. Any person who ceases to be a Trust board member shall as soon as reasonably possible return to the Secretary all documents and electronic records held by that Trust board member which have been held in conjunction with that person's duties as a Trust board member. Should those effects be not returned, the Trust is authorised to involve outside agencies to secure their recovery, up to and including considering the failure to return such effects as unlawful possession of the Trust's property.

CONFIDENTIALITY

1. Maintaining confidentiality is a shared responsibility between elected members and the Trust. Elected members will treat all information which the board deems to be confidential and which they receive in their capacity as Board, Council or Advisory body members, and all discussion within the meetings of elected bodies as confidential.
2. Elected members will be required to observe the following obligations of confidentiality:
 - they will not disclose any confidential (as deemed by the board) information outside the meeting unless it is already in the public domain, or they are specifically authorised to do so. This includes information about the organisation's business, the deliberations of the meeting in reaching decisions, and any employment matters.
 - they will not use any such information for personal advantage.
 - they will not pass information to any representative of the press or media, and will refer any press or media enquiries to the Trust member allocated the responsibility to deal with such matters.
 - they will take proper care of any documents they receive as elected members, and store them securely.
3. Disclosure of information that is deemed by the board to be confidential will be regarded as a breach of this Code, irrespective of the consequence arising.
4. Elected members should seek guidance from the Secretary if they have any doubt about what information is confidential.
5. Should any elected member be deemed by the Trust board to have breached Trust confidentiality, the board will be empowered to take appropriate action in respect of the member's actions in line with the separate trust disciplinary policy and may include termination of appointment.
6. Elected members should be aware that in some circumstances a board committee or sub-group may be subject to confidentiality agreements that will require that certain information made available to such a committee or sub-group can only be disclosed in specified ways to the wider board. The requirement for such a confidentiality agreement may occur during pre-investment due diligence and financial investment contracting negotiations as an example. Other situations may require the adoption of such confidentiality agreements. All other elected and co-opted board members and officers will be required to respect and abide by such arrangements at all times.

DISCIPLINARY PROCESS

1. The disciplinary process is detailed in a separate Trust disciplinary policy.

CONFLICT OF INTERESTS

1. Personal Interests:
 - A member must regard themselves as having a personal interest in any matter if the decision on a matter might reasonably be regarded as affecting the well-being or financial position of the member, a relative or friend or any connected organisation, to a greater extent than that of other persons or organisations.

- A personal interest must be declared and recorded. The declaration does not automatically prevent a member from participating fully in debate and voting.
 - A member is not expected to know the personal interests of all their friends and relations, and is only expected to declare such an interest if they happen to be aware of it.
 - The member must declare any personal interest at the beginning of the discussion of that particular item.
2. Prejudicial Interest:
- It is for the member to decide whether they have a 'prejudicial interest'. They must consider whether “an ordinary member of the public, knowing all the relevant facts, would think that their personal interest was so significant that it would prejudice their decision on this matter”.
 - If a member decides they have a prejudicial interest in a particular matter under discussion they must declare this and withdraw from the room. As well as absenting themselves from the discussion, they must not seek to influence a decision on that item; whether by attempting to sway the decision of any other members, or by exerting influence on an officer.
3. Exemptions from need to declare an interest:
- There are a number of events which do not generally constitute a personal interest or a prejudicial interest which need to be declared. Examples are:
 - o where a member has been appointed or elected by to act as its representative on another body, e.g., on 'Kick it Out'
 - o where a member receives legitimate out-of-pocket expenses from the Trust
4. Recording of Interests:
- Given the nature of the decisions and the organisations envisaged, it is considered a requirement that a formal register of interests is maintained by the Trust for Council and Advisory Body members. This will then be included as a standard agenda item at the beginning of each Board meeting so as to ensure that the register is maintained as an up-to-date and accurate list of Board member and interests.
5. Declaring Gifts and Hospitality
- Elected members should not be in receipt of hospitality, goods, services, gifts or any other benefit that may compromise either their position or that of the Trust, or may lead others to perceive that the integrity or policy of the Trust or of the member has been compromised. The exceptions are in the following circumstances, where directors may receive:
 - o working meals or refreshments;
 - o hospitality or gifts given in the course of the trust's business, which are disclosed to the secretary and recorded in a register.

MEMBERS' ATTENDANCE AND BEHAVIOUR AT MEETINGS

1. This Code encompasses behaviour at all Trust meetings, including any subcommittees, and shall extend to external meetings and events where the board member is representing the NFST.
2. Elected members have a responsibility to attend meetings of their elected body. When this is not possible they must submit an apology to the Secretary in advance of the meeting.
3. Absence from meetings without good reason (such as ill health) is grounds for disqualification. Failure to attend at least half of the meetings in any financial year or absence from three consecutive meetings may result in the elected member being deemed to have resigned their position unless the grounds for absence are deemed to be satisfactory by the board.
4. Elected members are expected to attend for the duration of the meeting. Persistently missing a significant proportion of the meeting will be grounds for members to be reprimanded.

PERSONAL CONDUCT

1. Elected members are required to adhere to the highest standards of conduct in the performance of their duties. In respect of their interaction with others, they are required to:
 - Adhere to good practice in respect of the conduct of meetings and respect the views of their fellow elected members.
 - Be mindful of conduct which could be deemed to be unfair or discriminatory.
 - Treat the Trust's officers and other employees with respect and in accordance with the Trust's policies for employees on bullying, harassment and discrimination as they may exist from time to time. Officers and employees in contact with elected members will be afforded the same rights of protection against bullying, harassment and discrimination as all other employees.
 - Recognise that elected bodies and management have a common purpose, i.e. the success of the trust and adopt a team approach.
 - Elected members must conduct themselves in such a manner as to reflect positively on the Trust. On public occasions or when attending any other events to which they are delegated, it is important for elected members to be ambassadors for NFST and behave in a manner which is appropriate for their position.

SOCIAL MEDIA GUIDELINES

Whilst the NFST website carries the bulk of the Trust's digital content, and is generally central to any key updates or official communication, social media is utilised by NFST to extend the reach of the Trust's message, to retain 'stickiness' with engaged fans as well as using it as a mechanism to attract new interest and broaden our core member base.

Core social media platforms utilised are Facebook and Twitter. The Trust will continue to investigate the potential benefit of using additional social media platforms such as Instagram and Snapchat; however, in the first instance it is considered that a presence on Facebook and Twitter will provide the right balance between administrative overhead and return on (time) investment as NFST begins to build a social media presence.

To ensure consistency of approach and to provide clear guidelines as to the use of social media to support NFST, the Trust's guidelines are detailed in Appendix C.

VIOLENCE, RACISM AND DISCRIMINATION

1. NFST is committed to equal opportunities in all aspects of its work and affirms the right of all people to engage in their involvement with the trust free from violence, racism and discrimination. Elected members are expected to behave in a manner which reflects this commitment, and must not:
 - engage in violence or hate speech which is either directed against or negatively invokes individuals or groups on the basis of their ethnicity, nationality, gender, sexual orientation or religious affiliation.
 - undertake actions which would call into question the commitment of the Trust to equal opportunities.
2. The Trust Model Rules refer to the Charter of Fundamental Rights of the European Union and the Trust board (acting on advice where necessary) will apply definitions of discrimination which are applied in the UK under UK and European legislation.

WHISTLE-BLOWING

1. The Trust's process for whistle-blowing is available to all members. Members can choose to highlight matters of concern in confidence to the designated officers appointed by the Trust board.

ACCOUNTABILITY

1. Elected members are accountable to their electorate and must demonstrate this by attending members' meetings and other key events which provide opportunities to interface with their electorate in order to best represent their views.

FINANCIAL MATTERS

1. Expenses may be paid to elected members carrying out official duties as minuted by the Trust board or agreed with the appropriate officer. Elected members must ensure that levels of expenditure are within the Expenses Policy, the related activity is one that is approved in advance and that they obtain receipts for expenditure incurred. Fraudulent expense claims will be deemed to be a breach of this Code.

DELEGATIONS

1. All elected trust board members must be prepared to be delegated to trust and wider club and community events. Those who are delegated are reminded that they are expected to:
 - Report back to the Trust board at the meeting following the delegation.
 - Attend the event for its full duration and actively participate as appropriate.
 - Act as delegates and representatives of the NFST, not in an individual capacity.

NON-COMPLIANCE WITH THE CODE OF CONDUCT

1. Non-compliance with the Code will result in action being taken as follows:
 - Where misconduct takes place during a meeting, the chair is authorised to take such action as may be immediately required, including the exclusion of the person concerned from a meeting.
 - All allegations of non-compliance with the Code of Conduct should be reported as soon as possible to the secretary.
2. Where such misconduct is alleged, it is the responsibility of the Secretary to investigate by:
 - notifying the elected member in writing of the charge/s, detailing the specific behaviour which is considered to be in breach of the code and/or detrimental to the Trust, and inviting and considering their response within a defined timescale.
 - notifying and consulting as soon as possible with the Chair of the Trust board, who may constitute a panel of three to act on behalf of the Trust board in relation to the operation of this code.
 - carrying out such investigation as the panel consider appropriate.
 - reporting the outcomes of the investigation and making a recommendation as to action to the board.

3. Where such misconduct is alleged, it is the responsibility of the Trust board to deal with it by:
 - receiving a report of the outcomes of the investigation and considering the recommendation of the Secretary.
 - establishing a sub-committee to deal with the matter on behalf of the Trust board if necessary
 - if the Trust board do not consider the matter to have been resolved satisfactorily through correspondence, convening a meeting and inviting such persons as they consider necessary (including the member against whom the allegation of misconduct has been made) to attend and address the Trust board or sub-committee that the Trust board set up for the purpose of investigating the complaint in person
 - deciding, by simple majority of those present and voting, whether to uphold the charge of misconduct and/or conduct detrimental to the Trust
 - imposing such sanctions as shall be deemed appropriate. Such sanctions will range from the issuing of a written warning as to the elected member's future conduct to the removal of the member from office.
4. The board member(s) subject to the disciplinary hearing may appeal against the decision within 7 days of being notified of the decision. The appeal must be made to the Secretary who shall appoint an independent panel of three Trust members to investigate and conduct the appeal. The decision of the independent panel will be binding on all parties. The appeal will take place as soon as possible after the member concerned has requested it, and no later than 28 days following the date of receipt of the request for an appeal hearing. There will be no further right of appeal by any party.
5. The final decision will be communicated to all of the parties only after the conclusion of the appeal, or when the date for the lodging of an appeal has passed without such appeal being lodged. The secretary will be responsible for communicating the decision, and no members of the Disciplinary Committee shall make any comment about the proceedings publicly.
6. No member expelled from membership of the Trust board shall be re-admitted except by an extraordinary resolution of the Trust in a general meeting.

ELECTED MEMBER DECLARATION

I, the undersigned member of the NFST, declare that I will comply with this Elected Member Code of Conduct in all respects and that I will support club, supporter and community objectives and uphold the principles of the Trust;

Name: Signed:

Date:

APPENDIX A

PERSONAL QUALITIES AND SKILLS REQUIRED FOR ALL NFST BOARD MEMBERS

General Board Members

- Each general NFST board member will be required to possess the following personal qualities:
 - o Commitment to attend meetings & accept responsibility for the performance of key tasks as allocated by the committee &/or membership.
 - o Commitment to the values of the Trust.
 - o Commitment to support all motions & initiatives undertaken by the committee.
 - o Committed to undertaking all key tasks defined in the Board Member's job description.

- Each general NFST board member will be required to possess the following key skills:
 - o Written &/or verbal communication skills.
 - o Understanding of all or specific issues faced by membership of the Trust Movement.

Board Officers

Specific board positions are to be elected from amongst their own number. These positions are a Chair, a Treasurer, a Secretary and such other officers as they may from time to time decide in accordance with the Trust's Model Rules and Membership and Conduct Policy. These officers will be expected to possess the following specific personal qualities and skills in addition to those required for general board members.

1. Chair

- The Chair will be required to possess the following additional personal qualities:
 - o Strength of character to ensure that the membership's interests are protected.
 - o Willingness to represent the Trust membership and the values of the organisation in public.
 - o Committed to undertaking all key tasks defined in Appendix B (Chairperson – key tasks).

- The Chair will also be required to possess the following additional key skills:
 - o An understanding of the Trust movement and the aims and objectives of the Trust.
 - o Excellent communications skills, both written and verbal.
 - o Good organisational skills.
 - o Ability to delegate duties.
 - o Understanding of board financial management.
 - o Strong cultural awareness
 - o Ability to build relationships at all levels across a diverse member base
 - o Demonstrate tact and discretion.
 - o Ability to lead and manage meetings.

2. Treasurer

- The Treasurer will be required to possess the following additional personal qualities:
 - o Committed to undertaking all key tasks defined in Appendix B (Treasurer – key tasks).
- The Treasurer will also be required to possess the following additional key skills:
 - o An understanding of the Trust movement and the aims and objectives of the Trust.
 - o Be methodical and reliable.
 - o Be able to communicate effectively.
 - o Maintain confidentiality.
 - o Demonstrate tact and discretion.
 - o Be suitably qualified in and conversant with current accountancy and bookkeeping procedures.
 - o Be able to explain financial matters to non-financial people.
 - o Ability to use spreadsheets and/or alternative presentation tools.

3. Secretary

- The Secretary will be required to possess the following additional personal qualities:
 - o Strength of character to ensure that the membership's interests are protected.
 - o Committed to undertaking all key tasks defined in Appendix B (Secretary – key tasks).
- The Secretary will also be required to possess the following additional key skills:
 - o An understanding of the Trust movement and the aims and objectives of the Trust.
 - o Management skills.
 - o Administrative skills.
 - o Well organised and conscientious.
 - o Demonstrate tact and discretion
 - o Communication skills, including dealing with external legal and financial professionals
 - o Be methodical and reliable
 - o Be able to maintain confidentiality
 - o Be able to react to opportunities and make decisions

APPENDIX B

SPECIFIC KEY TASKS TO BE CARRIED OUT BY ALL NFST BOARD MEMBERS

General Board Members

- Each general NFST board member will be required to take an active role in carrying out the following key tasks:
 - o Ensure that the Trust board acts at all times in line with its Model Rules.
 - o Ensure that he/she understands and is committed to the constitution & other governing documents of the organisation
 - o Ensure that all the assets of the organisation are well managed and maximised where possible.
 - o Ensure that the Trust makes the necessary returns to the FCA & Supporters Direct as required
 - o Assist in delivering strategic planning policies, and take part in ensuring policy formulation, goal setting, monitoring & evaluation performance & service delivery takes place.
 - o Understand and assist in delivering the trust's financial responsibilities to the membership.
 - o Ensure that the Trust manages its finances and other resources prudently and efficiently and is able to account for all income, expenditure, investments etc. at any time and is financially stable.
 - o Assist with seeking opportunities for fund raising & sponsorship.
 - o Attend meetings on a regular basis and read all the papers, contribute to the discussions and assist in making decisions.
 - o Contribute to sub-committees and advisory groups where appropriate.
 - o Ensure that individual actions assigned and minuted at board or sub-committee meetings are undertaken within agreed time scales. If unable to carry out these tasks, contact either the Chairperson or secretary as soon as possible so that the assigned actions can be reallocated and resourced as appropriate.
 - o Keep informed on issues which affect the organisation and to promote the organisation externally.
 - o Assist with obtaining and representing the views, concerns, queries and suggestions of the membership, and to ensure their consideration in the formulation of all Trust strategy and policy.
 - o Contribute to all Trust publications and reports as practical and/or necessary.
 - o Act at all times in the best interests of the Trust & its members and safeguard the good name and values of the Trust.
 - o Participate in tasks as required over and above management committee meetings.
 - o To declare any conflicts of interest as soon as they are known.

Board Officers

The officers will be expected to carry out the following specific key tasks in addition to those required for general board members.

1. Chair

- The Chair will be required to carry out the following key tasks:
 - o Call meetings when appropriate, ensuring that they are conducted in accordance with NFST Model Rules and guidelines and ensure that agendas are set in conjunction with the secretary.
 - o Lead the board, ensuring that members are recruited, inducted, receive appropriate training, are aware of their roles and responsibilities and to ensure that the board operates as a team.
 - o Ensure the construction of a work plan to represent defined strategies and policies, and lead the board in the setting of objectives in line with the primary purpose, defined responsibilities and financial constraints of the Trust.
 - o Ensure the Trust operates in accordance with the NFST Model Rules and other documentation adopted by the Trust board.
 - o Chair board meetings and ensure that all board members are involved in the decision making process.
 - o Ensure that all decisions taken are acted upon.
 - o Take an active part in resolving conflict within the board bearing in mind the best interests of the organisation and its beneficiaries.
 - o Ensure all sub-committees or advisory groups commissioned by the management board have clearly defined, understood and agreed terms of reference.
 - o Regular and consistent liaison with key director positions.
 - o Signatory for all trust financial expenditure.
 - o Give chairman's report at the AGM on the past year's work and any initiatives, goals etc for the next year.
 - o Represent the Trust externally.

2. Treasurer

- The Treasurer will be required to carry out the following key tasks:
 - o Maintain accurate and up-to-date financial records for the Trust.
 - o Establish and maintain Trust bank/building society account and banking arrangements.
 - o Implement and adhere to a financial protocol.
 - o Produce and monitor annual budget.
 - o Report financial position to the Trust board by way of monthly management accounts.
 - o Advise the Trust board of financial constraints, obligations and opportunities at the regular board meetings.
 - o In conjunction with other board members ensure that funds are spent appropriately.
 - o Regular liaison with the Chair, Vice Chair, Secretary/ Membership Secretary.
 - o Signatory for all Trust financial expenditure.
 - o Responsibility for the collection and depositing of all fees, subscriptions and funds.
 - o Prepare and issue receipts for monies received.

- Responsibility for the payment of any bills incurred.
 - o Ensure all Trust insurance commitments are understood and acted upon.
 - o Prepare end of year financial report for AGM.
 - o Prepare required information for the auditors and the FCA.
 - o Deal with financial related correspondence.
 - o Manage debtors.

3. Secretary

- The Secretary will be required to carry out the following key tasks:
 - o Act as the first point of contact for those looking to join or seeking information about the Trust.
 - o Ensure the Trust membership to Supporters Direct is up to date.
 - o Act as the point of contact for the Trust when dealing with Supporters Direct in matters of Trust administration and compliance.
 - o Deal with all outgoing and incoming correspondence.
 - o Keep Trust records accurate and up to date.
 - o Attend all meetings.
 - o Liaise with Chairperson to arrange meetings.
 - o Prepare agendas in conjunction with the Chairperson, take minutes from committee meetings or ensure that accurate minutes are taken.
 - o Ensure that all Trust members have relevant information before and after meetings.
 - o Protect the members' interests by ensuring that the constitution is followed properly and that the Trust is functioning properly.
 - o In conjunction with other board members prepare reports for FCA.
 - o To take advice from other sources including legal and financial advice where this is necessary and where the committee does not have the required expertise.
 - o Ensure that any delegated responsibilities e.g. membership database, newsletters etc are carried out timely and effectively.
 - o Signatory for all Trust financial expenditure.
 - o Responsible for the Membership Secretary

4. Other Board Duties

The general board members will be allocated responsibilities to carry out the following key tasks amongst others:

- Finance and investment
- Events and fundraising
- Community engagement
- Supporter liaison
- Marketing
- Communication, PR and media
- IT Administration / Membership

APPENDIX C

NFST SOCIAL MEDIA GUIDELINES

Messaging Categories

- Messages broadcast on our approved social media platforms fall into the following categories:

Official Trust Statements

- Where the trust make an official statement, a message will be provided on all approved social media platforms with a link to the full statement on our website.
- Messages can only be published once approved by at least two members of the communications team (where one of the two members **can** be the person who created the message)

General Updates

- Updates from a board meeting
- Output from an event we have held or been a part of
- Announce/highlight a key influential figure becoming a member
- Announce/highlight key trust anniversaries
- Announce/highlight membership milestones

Event announcements

- Where a new event is announced, or a reminder of an upcoming event broadcast it will be replicated across all approved social media platforms with a link to the event page on our website
- Event announcements will be publicised/reissued regularly, with a 'drip feed' of varying messages to drum up interest and an increase in frequency as the proximity of the event decreases

Re-tweets / message replication of 3rd party accounts

- Only messages from our list of 'approved accounts' can be retweeted using our social media accounts.
- The messages being replicated should always be checked to ensure they align with our principles, even if the account appears on our approved list.

Interactions with messages from followers / other users

- Replies to users **must** follow our social media principles
- Replies on Twitter should be prefixed with a full stop "." which will ensure the message is broadcast to a wider audience (appears in all feeds, not just that of the two people in conversation)
- Messages should always be fact based and we should not engage into conversation that involves conveying an opinion that is not already part of the official trust mission statement & goals OR an official statement that has been made on a subject by the trust. For example, "We agree @JoeBloggs, we will continue to promote greater fan involvement at board level. Our mission statement is here: <link>" is fine whereas "We agree @JoeBloggs and it's a disgrace that the current regime won't engage with us" is not.

Updates from trust events or events where the trust are taking part

- Messages should always be fact based and not include personal opinions. For example, if attending the SD conference a message stating “*Joe Bloggs currently providing an informative overview of the next steps for the safe standing campaign*” is ok whereas “*Joe Bloggs providing more evidence as to why safe standing MUST happen soon*” is not.
- If the event is not an official trust event, or is at a venue where it may not be appropriate to do so, permission to provide social media updates from the event should be sought from the venue and/or event organiser(s)

Extraordinary events or issues

- Extraordinary events (both on and off field) may drive a need for us to make comment via social media. As with all official statements, such comment will drive parties to our official website and will align to our existing principles.
- Examples of potential events that may drive such communication include, but are not limited to:
 - Promotion or relegation confirmed
 - Change of senior team management
 - Significant change in the financial standing of the club
 - Significant transfer deals (in or out)

Key Principles

These principles, where applicable, cover all social media activity. It should be noted that some principles also cover social media activity on personal accounts as well as those via official trust accounts.

- Official statement announcements, updates and event announcements should be approved by someone other than the initial creator before being published and should always, where applicable, direct users to our official website and the specific page that includes the official statement or the event in question.
- Unless there is a good reason to do so we do not engage with users via private or direct messaging on any platform apart from to direct them to an appropriate endpoint (e.g. our membership sign up page). Exceptions may include requests for contact from journalists or other such parties.
- At no time do we engage in speculation via any of our social media platforms, regardless of the subject matter. This applies to public and private messages regardless of subject.
- All photos, videos or other such media shared via social media must be the property of the trust, in the public domain, have a creative commons license or fall under fair use guidelines. In all other instances permission from the copyright holder should be sought. This is particularly important when dealing with anything originating from Nottingham Forest FC or the Football League and, unless we secure a blanket approval to reuse their media using official trust channels, we should assume we **do not** have permission to use it.
- Where a social media platform uses hashtags as a tagging mechanism the following hashtags should accompany any messages (where space permits)

#safeguardingNFFC

#nffc

- Trust board members with personal social media accounts can indicate their trust involvement but should never publish messages on their personal account that represent official trust messages or messages on behalf of the Trust - this applies to both private and public messaging.
- If a trust board member is contacted via their personal social media account regarding something Trust related they should direct the person contacting them to the website OR a

specific endpoint if it is more appropriate. E.g. if the contact is from someone wanting to become a member then a link to the membership page should/could be provided. If the query is more complex then they should be referred to the official trust account on the same platform so that it can be handles via the official channel. If anyone is in any doubt as to how to respond then deferring to the official social media account or Trust email for that platform should be the default response

- Replicating trust announcements (e.g. retweeting a trust message) is allowed via personal accounts but no additional words or commentary should be provided as this may distort/dilute the message
- Trust board members should not include any official trust logos or similar trust specific media in their personal profiles