



Social Media code of conduct for supporters

Watford FC prides itself on being an inclusive and diverse football club, where everyone can feel safe and welcome, including our supporters, players and staff.

We believe Social Media is an important tool for the Club to connect with our local and global fanbase and therefore our ethos of being responsible and respectful extends to our Social Media community.

We understand football is an emotive game and tensions can often run high, but our commitment to being a safe space for all always remains.

This Social Media Code of Conduct exists to ensure everyone understands what is acceptable and what is not when engaging with our channels so that everyone has a positive and safe experience.

The purpose of Watford FC's Social Media

1. To communicate key updates about the Club to our followers, including the latest team news and other Club communication.
2. To inform followers about other activities run by the Club and our stakeholders, including community work and events.
3. To entertain our followers with a variety of content, including photos, videos and written features about all teams and historic events.
4. To provide exposure for other parts of the Club and our partners, including ticketing, retail, commercial and hospitality.

Our official Social Media channels

Watford FC operates on the following social media channels:

1. Facebook
 - a. Main account: www.facebook.com/watfordfc
 - b. Women's team: www.facebook.com/watfordfcwomen
 - c. Academy: www.facebook.com/watfordfcacademy
2. Instagram
 - a. Main account: www.instagram.com/watfordfcofficial
 - b. Women's team: www.instagram.com/watfordfcwomen
 - c. Academy: www.instagram.com/watfordfcacademy
3. Twitter
 - a. Main account: www.twitter.com/WatfordFC
 - b. Women's team: www.twitter.com/WatfordFCWomen
 - c. Academy: www.twitter.com/WatfordFCAcad
4. YouTube
 - a. Main account: www.youtube.com/c/watfordfcofficial
 - b. Women's team: www.youtube.com/c/WatfordFCWomen



5. TikTok
 - a. Main account: www.tiktok.com/@watfordfcofficial
 - b. Women's team: www.tiktok.com/@watfordfcwomen
6. LinkedIn
 - a. Main account: www.linkedin.com/company/watford-football-club
7. Snapchat
 - a. Main account: www.snapchat.com/add/watford_fc

Channels may be added or removed as the Club sees fit.

Reasonable conduct on Social Media

Watford FC encourages the following on social media:

1. Positive engagement and debate
2. Open and inclusive dialogue and discussion
3. Constructive criticism and opinion

Negative opinion will always be tolerated so long as it does not meet below descriptions of unacceptable conduct.

Unacceptable conduct on Social Media

Watford FC will not tolerate any behaviour which we believe is:

- Discriminatory
- Abusive, obscene or otherwise offensive
- Libellous or defamatory
- In violation of any intellectual property rights
- In violation of any law or regulation
- Graphic, sensitive or offensive imagery
- Bringing the Club into disrepute
- Targeting or harassing players or staff
- Spam

This content risks harming those who see it and detracts from what should be an enjoyable experience for our Social Media community.

How we identify breaches of our Social Media Code of Conduct

Watford FC will identify breaches of our Social Media Code of Conduct on a case-by-case basis with regular monitoring of our channels by members of our internal team.

We also use Arwen, a third-party Social Media moderation company, to identify and remove unwanted content which we may then manually check at regular intervals.

What is Arwen?



Arwen uses artificial intelligence to automatically find and remove hate and unwanted content from Social Media. Arwen is fully authorised by Twitter, Instagram and Facebook, where it continually scans our specified accounts for 24 different types of unwanted content, which it then removes in sub-second time. Arwen also provides us with reports and records of messages that have been hidden and by which accounts, so that we can take follow up actions. Find out more at [Arwen.ai](https://www.watfordfc.com/arwen).

Consequences of breaching our Social Media Policy

We reserve the right to remove or report any content on our Social Media channels and will take the following actions:

- We will remove any posts which we feel are in breach of our Social Media Policy
- We may report serious offences to the relevant Social Media network
- In extreme circumstances we may report posts to the authorities, for example if we believe the offense amounts to hate speech or threats of violence and/or criminal behaviour

We reserve the right to block users from Club channels at our discretion and will do so in the following instances:

- We will block users who have posted something we deem worthy of reporting to a Social Media network or authority
- We will block users who consistently post inappropriate or abusive comments which we deem worthy of hiding or deleting
- We will block any new accounts set up by a user who has already had their primary account blocked for a previous offense

Individuals may also see further action taken against them for their online actions, in line with the club's We Campaign.

[EDI \(Equality, Diversity & Inclusion\) - Watford FC](#)

Right to appeal

We understand that regrettable actions can be taken in the heat of the moment, so we will consider unblocking users at our discretion.

You may request a review by sending an email to supporters@watfordfc.com.

We may choose to unblock your account and you may be issued with a written warning, explaining why your behaviour was unacceptable and potentially harmful to others.

Private messages

Due to the high volume of private messages the Club receives on Social Media, we are unable to respond to all of these directly.

Please visit [watfordfc.com/club/contact](https://www.watfordfc.com/club/contact) to find the appropriate answer or contact for your query.



Watford
Football Club

You can also contact our Supporter Services social media accounts on Facebook and Twitter (@WatfordFCHelp) with your query, and they will respond as soon as possible.

Feedback

If you have any comments or suggestions about our Social Media activity, we welcome all feedback via email: supporters@watfordfc.com.