



We pride ourselves on being an inclusive, community-focused club, where everyone can feel welcome.

With a growing online presence, we recognise the importance of using our voice for good, and want to create an environment that encourages positive engagement.

This Social Media Guide is designed to highlight both acceptable and harmful posts when engaging with the club, supporters, players and staff on social media, as part of ongoing efforts across the EFL to tackle abuse.

OUR CHANNELS

Port Vale regularly communicate through various online channels to over a quarter of a million followers. Our key channels include:

- X (formerly Twitter) - @OfficialPVFC
- Facebook – Port Vale FC
- Instagram - @OfficialPVFC
- TikTok - @OfficialPVFC
- YouTube – Port Vale FC
- WhatsApp – Port Vale Football Club
- LinkedIn – Port Vale Football Club

OUR COMMITMENT

As a club, we take a zero-tolerance stance when it comes to abuse and discrimination of any kind. We monitor our channels regularly for hateful and discriminatory comments and messages, and may remove posts, block users, or - if necessary - report cases to the relevant authorities.

The EFL's appointed matchday social media monitoring service also detects and reports any abuse detected aimed at players and club staff, including on X and Instagram.

Hateful and discriminatory comments and messages include, but are not limited to:

- Racism
- Homophobia & Transphobia
- Sexism
- Discrimination towards people with disabilities or because of their religion or beliefs
- Hateful, abusive and offensive language
- Sexual harassment



- Incitement of violence or spreading hate

Reporting incidents to Port Vale

If you see any posts which contravene or breach this club guide please get in touch by emailing security@port-vale.co.uk. All reports will remain confidential and will be managed by a dedicated team at the club.

Reporting incidents to authorities

You can also report an incident to the police if you feel you have been a victim of crime online or have witnessed a crime online. You can contact Staffordshire Police or your local police authority; alternatively, you can also contact the UK Football Police Unit (UKFPU).

Useful tools

X (FORMERLY TWITTER)

The X app features a set of features to ensure users' safety, including:

Mute

This feature allows you to remove specific posts to be shown in your timeline. You have the option to:

- Mute another account
- Mute keywords and hashtags

Note: Muted accounts will not know that you've muted them and will still be able to follow you and DM you.

Block

This feature allows you to restrict any account to interact with yours. Accounts you have blocked cannot follow you, and you cannot follow an account you have blocked. Blocked accounts cannot see your posts and interact with your account.

While blocked accounts don't receive any notification when blocked, they can see that they are blocked if they visit the account who blocked them (unlike when muted).

Manage accounts/terms you Muted and Blocked: Settings & Privacy > Privacy & Safety > Mute and block.



Prevent your account from being hacked

Enable Two-Factor Authorisation (2FA) log-in: this functionality will request you to insert a security code anytime you log in.

Please note that 2FA log-in via text message is only available to X Premium subscribers. Accounts that aren't subscribed to X Premium are still able to link their account to an authentication app such as Google Authenticator or Duo Mobile, or a physical key. How to review: Settings & Privacy > Security > Two Factor Authentication

Use a long password of 15–20 characters that includes numbers, uppercase and lowercase and special characters. This works better with a password management tool.

Set up password protection

This functionality prompts to enter either your email address or phone number, or your email address then phone number if both are associated with your account to send a reset password link or confirmation code if you ever forget it.

How to review: Settings & Privacy > Security > Additional password protection > Password reset protect

Review third party apps that have access to your account and revoke access to the ones you are not actively using.

How to review: Settings & Privacy > Apps & Sessions > Connected Apps

META (FACEBOOK AND INSTAGRAM)

Depending on the situation, you can:

- Unfriend the person's profile.
- Block the profile: this will prevent the profile from adding you as a friend and viewing things that you share on your timeline.
- Report the person or any abusive things they post. The platform will take things down if they go against their Community Standards.

Restrict accounts

Your Restricted list is for people you've added as a friend on Facebook but may not want to share everything with. When you add someone to your Restricted list, you'll still be friends



with them, but they'll only be able to see your public information (e.g. your posts and profile info you choose to make public) and the posts you tag them in.

On Instagram, if you restrict someone, they won't be able to see when you're online or if you've read their messages. Their new comments on your posts will only be visible to them. You can choose to see the comment, and then approve, delete or ignore it. You won't receive any notifications for future comments from that person.

Manage comments

Use privacy and safety tools to control comments on your posts. You can adjust who is able to comment on your posts: the public, just your friends or only certain profiles and pages. To promote safe, meaningful conversations with your community and prevent harassment, you can hide comments containing certain words. Using a profanity filter on your Page will help you hide the most commonly reported words and phrases marked offensive by the community.