

BUCKINGHAM SQUASH & RACKETBALL CLUB



SOCIAL MEDIA POLICY

Social media (including personal and professional websites, blogs, chat rooms and bulletin boards; social networks, such as Facebook, LinkedIn, Twitter and My Space; video-sharing sites such as YouTube; and e-mail) are a common means of communication and self-expression.

It's essential that volunteers, members and players make informed decisions about how they use the internet, mobile phone and email communications to protect our club and our people.

Everyone involved in our club has the responsibility to safeguard both on and off the court, including communications.

The purpose of this policy is to ensure:-

- that BSRC is not exposed to legal and governance risks;
- that the reputation of the Club is not adversely affected
- that material of a hateful, threatening or discriminatory nature is not published
- members are protected from on-line threats
- that users are able to clearly distinguish where information provided via social networking applications is legitimately representative of the Club.

Scope

This policy covers the use of social networking applications by Club Members, Committee Members and by partners or other third parties on behalf of the Club. These groups are referred to collectively as 'Club representatives' for brevity.

The requirements of this policy apply to all uses of social networking applications which are used for any Club related purpose and regardless of how the applications are hosted.

They must also be considered where Club representatives are contributing in an official capacity to social networking applications provided by external organisations.

All Club representatives should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation.

They must also operate in line with other Club policies, particularly the Child Protection Policy and the Equality Policy. The Policy does NOT apply to personal use when no reference or inference is made to BSRC, or its members.

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The Clubs use of Social Media

The use of social media by the Club to achieve its aims will be overseen by the Committee. The Committee will be responsible for delegating authority to a restricted number of social media administrators within the Club

Members must NOT set up social media networks relating to the Club without the consultation and permission of the Committee

Guidelines for delegated social media administrators are as follows:

- a) Social media administrators may only comment on topics within their own area of responsibility and only if they have delegated authority to do so.
- b) Social media administrators should ensure any club related content that is published, is factually accurate and compliant with Club policies
- c) Social media administrators should not reveal confidential or commercially sensitive information about the Club.
- d) If anyone receives an unwanted or threatening comment or approach via social media in relation to the Club or its activities, they should report it to the Committee
- e) A Disclaimer advising users of this policy will be included on all Club social media sites.

Terms of Use

Social networking applications:-

- a) Must not be used to publish any content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claims for damages. This includes but is not limited to material of an illegal, sexual or offensive nature that may bring the Club into disrepute.
- b) Must not be used for the promotion of personal interests, commercial ventures or personal campaigns.
- c) Must not compromise the safety and wellbeing of juniors or other club members.
- d) Must not be used in an abusive or hateful manner.
- e) Must not breach the Clubs Equality policy.
- f) It is also important to ensure that club members and other users of online services know when a social networking application is being used for official Club purposes.

To assist with this, all Club representatives must adhere to the following requirements:

- a) Where social networking applications are being managed by Club representatives, appropriate feedback and complaints information must be published in a prominent place which is easily accessible to other users.
- b) The use of the Clubs logo and other branding elements should be used where appropriate to indicate the Clubs support. The logo should not be used on social networking applications which are unrelated to or are not representative of the Club's official position.

Club representatives should ensure that any contributions they make are professional and uphold the reputation of the Club.