



BASINGSTOKE & MID HANTS ATHLETIC CLUB

SOCIAL MEDIA POLICY

INTRODUCTION

The Club will use its social media accounts to supplement communications with members and the public. The Club actively encourages members to make effective and appropriate use of social media accounts. In order to provide clarity and consistency for members, the Club has put in place procedures to protect its members and the reputation of the Club. The Club's approach is therefore to support members to engage with the social media community, while providing appropriate guidance on best practice.

For the purposes of this policy, social media is defined as any online interactive communication tool that encourages participation and exchanges. Common examples include: WhatsApp, Twitter, Facebook, (Facebook closed group), Teamer, YouTube, Skype, Instagram, Pinterest, and LinkedIn.

This policy applies to all committee members, coaches, team managers, group administrators, officials and any others undertaking an official role with the Club who operate or use a social media account and to any member posting any materials on official BMHAC websites. Private communications, which are made via a private social media account and that do not refer to/represent/impact upon the Club, are outside the scope of this policy.

ROLES AND RESPONSIBILITIES

There are clear lines of responsibility for social media use within the Club.

The Committee, is responsible for:

- Keeping up to date with technology developments
- Reviewing and updating all relevant documentation and policies
- Offering training and guidance on social media where applicable
- Taking a lead role in responding to and investigating any reported incidents
- Making an initial assessment when an incident is reported and involving appropriate staff and external agencies as required
- Addressing concerns or questions regarding posts or comments via forums and accounts covered by this policy
- Referring matters to the appropriate agencies
- Appointing and approving those members with administrative control over the official BMHAC social media platforms as the source of official communications such as Facebook accounts (open and closed) that are currently in use.

The relevant Officer setting up the forum is responsible for:

- Knowing the contents of the policy and its procedures and ensuring that any members of the club using the forum or account are aware of the standards of behaviour expected
- Ensuring that any use of social media is carried out in line with this and other relevant policies



- Attending relevant training as appropriate
- Informing the Chair if a social media account is being used
- Regularly monitoring, updating and managing content he/she has posted via the club account
- Reading the code of conduct and relevant policies before accessing and posting content via the BMHAC social media accounts
- Reporting any incidents in line with the section below.

BEHAVIOUR

The Club requires that all members using BMHAC social media adhere to the standard of behaviour as set out in this policy and other relevant policies.

Unacceptable conduct, (e.g. defamatory, discriminatory, offensive or harassing content or a breach of data protection, confidentiality or copyright) will be considered extremely seriously by the Club and will be reported as soon as possible to the Chair and escalated where appropriate.

The Club will take appropriate action when necessary.

Where conduct is found to be unacceptable, the Club will deal with the matter internally at Committee level. Where conduct is considered illegal, the Club will report the matter to the police and other relevant external agencies and may act according to the Disciplinary Policy.

The following general guidelines apply to members posting content via social media forums and accounts failing under this policy:

DO

Check with a Committee member before publishing content that may have controversial implications for the Club:

- Make it clear who is posting content
- Be respectful to all parties
- Ensure you have permission to 'share' other peoples' materials and acknowledge the author
- Express opinions but do so in a balanced and measured manner
- Think before responding to comments and when in doubt, get a second opinion
- Comply with the data protection policy by not posting personal information about individuals
- Seek advice and report any mistakes to the Club Committee.

DON'T

- Make comments, post content or link to materials that will bring the Club into disrepute
- Use the Club's logo/branding on personal accounts
- Publish confidential or commercially sensitive material
- Breach copyright, data protection or other relevant legislation



- Link to, embed or add potentially inappropriate content (consider the appropriateness of content given the age of readers)
- Post derogatory, defamatory, offensive, harassing or discriminatory content
- Use social media to air internal grievances.

E-SAFETY

The Club takes digital safety and its duty of care seriously. The Club will do all that it reasonably can to ensure that various online and working environments, including online forums, are safe for members.

Where members are working with junior and/or more vulnerable members, extra safeguards are required as described below. This aspect should always be considered and if in doubt, refer to the Chair for advice.

USE OF OTHER PEOPLE'S MATERIALS

Sharing content such as images, photographs and video is extremely popular and easy to do via social media sites. While this may have value in an educational context, there is a real risk of breaching the rights of individuals who own the different media e.g. image rights, patents, copyright in a blog, or rights associated with collaborative outputs. All members should ensure they have permission or other justification to share content in this way. Content is particularly risky where it is commercially valuable, confidential and/or sensitive.

Members will not post any images, photographs, videos, text etc., via social media sites without appropriate permission from the rights holders. If unsure, members are advised to check permissions attached to digital content prior to posting via social media.

PERSONAL INFORMATION

Personal information, as defined in the Club's Data Protection Policy, will not be shared via social media sites without consent of the relevant person, unless it is in line with the Club's Data Protection Policy.

Authorised persons posting content or setting up accounts, are responsible for ensuring appropriate informed consents are in place.

TRAINING GROUP SOCIAL MEDIA PLATFORMS

Training Groups are permitted to use their own social media platforms to aid communication within the group such as sharing information on training and other administrative aspects of the group. Such groups should only be set up and controlled by the coach and not individual members.

The relevant coach setting up the group is responsible for monitoring the communications and ensuring that the social media forum or account is used in accordance with this policy. Where appropriate the coach should apply settings restricting who can contribute to the group. Any member not complying with this policy should be removed from the social platform pending an investigation and the relevant coach should report the matter to the



Chair.

To protect young people, the following rules will apply:

- No children under the age of 18 should be added to social media groups, as all communications should be made through their parents or responsible adults. Only parents or the responsible adults should be added to the group and no coach or other helper should ask children to join, or to provide their contact information, including email address or mobile phone number.
- The only exception is that children over the age of 16 can be added to the group with the express written consent of the responsible adult or parent. The relevant contact details should only be provided by the adult and the adult shall remain in the group. By providing the relevant contact details the parent is taken to have provided permission for the details to be used.

INCIDENTS AND RESPONSE

Any breach of this policy could lead to disciplinary action. Where a breach of this policy is reported to the Club the matter will be dealt with seriously and in line with the BMHAC policies.

The Club will act immediately to prevent, as far as reasonably possible, any damage to an individual, their rights or the Club's reputation. Any stakeholder or member of the public may report an incident to the Club. This should be directed immediately to the Chair. Where it appears that a breach has taken place, the Chair will review what has happened and decide on the most appropriate and proportionate course of action. Where a member of the Club considers an incident to be serious, this should also be reported to the Chair.

If an incident needs to be dealt with expeditiously, such that it does not allow time for Committee to review and determine the matter, the Chair has the power to make decisions in the best interests of the Club.

Where members are in receipt of offensive, unacceptable content via social media, this should be reported the Chair.

Last Reviewed: February 2024

Next Review Date: February 2025