



Cheddar Running Club

Social Media Policy

Background/Purpose

This policy applies to all CRC members using club social media platforms (such as Facebook and any other online social networking site). We aim to foster a positive online community while protecting the club's reputation and the privacy of our members. By understanding and adhering to these guidelines, we can maximise the benefits of social media while minimising potential risks.

Online Conduct

The club code of conduct states the expected behavioural standards and this includes behaviour on social media. It is important to remember that what you do online may impact on your membership with the club, the reputation of the club, and all those associated with the club. Things to consider before posting on social media:

Do:

- Pause and think about what you are saying and the impact it might have.
- Be careful, respectful and positive. You are personally responsible for what you post.
- Be in the right state of mind when you make a post.
- Consider whether social media is the correct communication channel for what you are trying to say? Sometimes a quick chat, phone call or email might be more appropriate and effective.
- Show the same respect for others as you would if interacting face-to-face
- Be smart about protecting yourself, your privacy, and confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully and your privacy settings. Could it risk the safety or security of you or others? You cannot be certain who is viewing your posts so think about how the information could be used by somebody with a different agenda to yours.

Don't:

- Don't speak negatively about other club members, competitors, officials or governing bodies. Never use slurs, personal insults or obscenity.



- Don't use social media to raise issues for the attention of the committee. These should be addressed to the Club Secretary in the first instance using the club email cheddarrunningclub@gmail.com
- Don't engage in on-line disputes and don't allow family or friends to argue on your behalf.
- Don't post when you're angry, upset, or your judgement is impaired in any way.
- Don't post content that discriminates against individuals or groups on the basis of age, disability, gender reassignment, marriage & civil partnership, pregnancy & maternity, race, religion or belief, sex, sexual orientation.
- Don't advertise services for commercial gain without the prior approval of the committee.
- Don't make fundraising appeals or invite sponsorship without prior approval of the committee. Whilst we all want to support good causes, none of us wants to be inundated with requests.
- Do not breach copyright, for example, by using someone else's images or written content without permission; or failing to give acknowledgement where permission has been given to reproduce something.
- If in doubt, don't post it.

Misuse of Social Media

As with any communication channel, problems can arise if social media is used inappropriately and this may lead to action being taken by the Club. Examples of inappropriate use could include:

- Bullying/harassment: Online bullying and harassment is equally as serious as if it had been offline. Examples could include using threatening or abusive language and posting crude jokes or derogatory comments.
- Posting offensive comments which are inconsistent with the Club's standards and values.
- Posting inappropriate material of any kind which brings the Club into disrepute.
- Posting comments using offensive language even if directed at a person who will not be offended – others will.
- Posting derogatory/defamatory comments about the Club or those associated with the Club. A defamatory statement gives false information which damages the reputation of a person or the Club. This could include re-posting information that had originally been shared by others. In re-posting you can personally be held liable for the post as if you had posted it yourself.
- Failing to accept that someone has a different opinion to you and then encourage others to 'gang' up to re-enforce your argument (bullying)



- We will decline requests from children under 18 to join the Club's social media accounts.
- It is inappropriate for adult coaches to communicate on a one to one basis with athletes under the age of 18 years by: • text message • e-mail • instant messaging or through social networking sites. All communication by the above methods should include (where possible) a copy to a third party, e.g. copy to the relevant safeguarding officer and/or the parent.

Policy Breach

The Club Chair has authority to delete other people's posts or comments at any time. The member responsible for the post/s will subsequently be contacted to advise why this step has been taken. The Committee can also ban users of the Facebook page or other social media platforms.

Members who post with excess frequency may have their ability to post restricted. This decision will be made by the Club Chair and 1 other committee member.

Club members who breach this policy will face a warning in the first instance. Persistent breaches will be dealt with through the clubs grievance and disciplinary policy and any serious breaches may lead to club membership being terminated.

Any breaches of a safeguarding nature will be addressed through the clubs safeguarding policy and procedure and where appropriate will be reported to UK Athletics.

Any user who is unsure about the content they wish to post, or wishes to complain about content, please contact the Club Secretary or other club official using the club email cheddarrunningclub@gmail.com

If a club member's name or photo is included in a social media post and they would like it to be removed, they should please contact the social media officer or other committee member through the club's email. The post will be removed as soon as possible on request.

Related policies:

- Club Code of Conduct
- Club Anti-Bullying Policy
- Club Grievance and Disciplinary Policy
- Club Inclusion Policy
- Club Safeguarding Policy

Useful Contacts:

- Club Welfare Officer crcwelfareofficer@gmail.com



- UKA 07920 532552/ safeguarding@uka.org.uk
- EA welfare@englandathletics.org
- NSPCC Helpline 0808 800 5000
- Childline 0800 1111 / www.childline.org.uk
- The UK Safer Internet Centre <https://saferinternet.org.uk/>
- Anti-Bullying Alliance www.antibullyingalliance.org