



B&BHAC Social Media Policy

(Adopted 19th September 2019)

Purpose of the Guidance

The purpose of this guidance is to provide guidelines on the proper use of social media communications. 'Social media' in the context of these guidelines refers to a number of online platforms:

- Micro-blogging websites e.g. Twitter
- Social networks e.g. Facebook
- Messaging Apps e.g. WhatsApp
- Any other website where user comments are an available feature.

Scope of this Policy

This guidance applies to all club members including athletes, coaches/leaders/assistant coaches, officials, volunteers and the parents of junior members.

Use of Social Media by Members

A small number of people, mainly committee members, are authorised to post on behalf of Beccles & Bungay Harriers AC (B&BHAC) however most of us will post not on behalf of, but about B&BHAC in club forums, both private and public. As members we are all part of the conversation. Social media is of great benefit to us as individuals and to B&BHAC – we're all using social media such as Facebook and WhatsApp to keep in touch and find out what's going on. There are a few things to keep in mind to ensure that we always apply common sense in our use of social media:

Code of conduct

The B&BHAC constitution (Equity Statement) requires that we all treat each other with respect and not engage in actions which would bring the club into disrepute – this includes how we conduct ourselves in all our activities with the club, including social media and networking. Have fun, demonstrate how great it is to be part of B&BHAC but be respectful online just as you would be in person.

Do's and Don'ts before posting / interacting on Social Media

- **Think twice before posting.** If you wouldn't want your employer, parents, friends, colleagues or future employer to see your post, don't post it.

- **Be respectful.** Be positive. Treat others the way you would like to be treated.
- **Remember many different audiences will see your posts** including club members, potential members, children, members' relatives and friends.
- **Be professional and polite.**
- **Avoid posting inflammatory, extraneous, objectionable or off-topic messages that may provoke others into an emotional response (trolling/flaming).** Avoid topics that may be controversial, like politics and religion. Don't post anything that you wouldn't say openly in a workplace such as comments about drug use, profanity, off-colour or sexual humour, ethnic slurs, or personal insults.
- **Be in the right state of mind when you make a post.** Don't post when you're angry, upset, or your judgment is impaired in any way. Remember, the Internet is permanent!
- **Any pictures of club members which are posted should be removed if requested by the member pictured.** If any club member wishes no photographs to be posted of them they should email the Committee or it will already be recorded on their membership form. (This also applies to 'New athletes' who are yet to be members).
- **There should be no direct advertising** of member's business ventures or services on the official club pages. (Members are entitled to obtain services from other members however, direct marketing on B&BHAC pages is not permitted).

Remember that B&BHAC reserve the right to delete any post or comment within any club forum, without warning or notice. Persistent flouting of this code will result in banning from the forums and/ or club disciplinary action.

Complaints

Please remember that posts are not routinely moderated, and we rely on the conduct of members to allow social media to operate smoothly. If you have any concerns and wish to complain about any post (or have a post removed) please email the club secretary/chair/welfare officer at bbac2014@outlook.com, detailing your complaint. The complaint will then be investigated by the Code of Conduct Sub-Committee or the Club Chairman, either quickly and informally by speaking to the poster and the complainant, or if further action is required through the B&BHAC formal procedures as detailed in the Club Discipline and Appeals Process which is part of the constitution.