



LLANBRADACH BOWLING CLUB

Social Media policy

Introduction

A revolution is taking place in how we communicate. The world is experiencing the biggest ever change in how information is created and owned, as well as the speed in which it can be shared. This is changing the way we live, work and even how we speak and think.

Social media is a blanket term applied to a range of online multimedia tools that are used for creating content and two-way communication. They can be accessed via your smartphone, PC, laptop, tablet or smart TV. All social media accounts are free of charge and can be set up quickly and easily from an Internet page.

1. Policy statement

1.1. This policy is intended to help committee members make appropriate decisions about the use of social media such as social networking websites, forums, message boards, blogs or comments on web-articles, such as X, Facebook and LinkedIn.

2. The scope of the policy

2.1. All committee members are expected to comply with this policy at all times to protect the integrity and interests of the Club.

2.2. Breach of this policy by members may be dealt with by disciplinary action from the committee.

3. Responsibility for implementation of the policy

3.1. The Chair of committee has overall responsibility for the effective operation of this policy.

3.2. The Secretary is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimise risks.

3.3. All committee members should ensure that they take the time to read and understand this policy. Any breach of this policy should be reported to the Chair.

4. Using social media sites in the name of the Club

4.1. The Club should elect members who will be the admin for social media and will be permitted to post material on a social media website in the name of the Club and on its behalf in accordance with the rules and scope of this policy.

4.2. If you are not sure if your comments are appropriate do not post them until you have checked with the Chair.

5. Rules for use of social media

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules:

- 5.1. Do not upload, post or forward a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
- 5.2. Any member who feel that they have been harassed or bullied, or are offended by material posted or uploaded by a colleague onto a social media website should inform the Chair.
- 5.3. Never disclose commercially sensitive, personal private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with the Chair.
- 5.4. Do not upload, post or forward any content belonging to a third party unless you have that third party's consent.
- 5.5. Before you include a link to a third-party website, check that any terms and conditions of that website permit you to link to it.
- 5.6. When making use of any social media platform, you must read and comply with its terms of use.
- 5.7. Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of the Club.
- 5.8. You are personally responsible for content you publish into social media tools.
- 5.9. Don't escalate heated discussions, try to be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations.
- 5.10. Don't discuss colleagues without their prior approval.
- 5.11. Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion.