



Brown Shoes Triathlon Club

Communications and Social Media Policy

1. THE CLUB'S COMMITMENT

Electronic communication is essential for sharing club news and information with our members. Our communication will be timely, appropriate and related directly to club business and activities.

2. WHAT THE CLUB WILL DO

We use a range of electronic tools as a means of communicating with our members. Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

Administrators and editors will be appointed to provide accountability and control over material published on our club's website, whats app and any related discussion groups or social media websites, such as Facebook, YouTube or Twitter.

These administrators and editors will consist of at least one Committee member.

3. WEBSITE

The club website will include current information on competitions, social events, committees, policies, sponsors and current club news.

No offensive content or photos will be published.

The Editor, will have discretion about Website content, Communications and Social Media Policy

4. FACEBOOK PRIVATE MEMBERS GROUP, WHATS APP AND EMAIL



The club may use WhatsApp and email to provide information about competitions, training, club sanctioned social events and other club business, however:

- WhatsApp messages should be short and about club matters
- Email communication will be used when more detailed information is required

Coaches may use Facebook private members Group and WhatsApp to provide information to the club about training, club-sanctioned social events and other club business, however, there should be **no direct electronic communication with a child.**

Coaches and others who need to communicate directly with a child should:

- (a) direct the electronic communication through the child's parents/guardians or
- (b) include the child's parents/guardians, or a committee member(s),

6. Social Media Sites

- The club treats all social media postings, blogs, status updates and tweets as public comment.
- Postings (written, photos or videos) will be family-friendly and feature positive club news and events.
- The administrators and/or editors will have the discretion to repost any posts from club sponsors pages to fulfil requirements of sponsorship agreements.
- No personal information about our club members will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring the club into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.

6.1. FACEBOOK



The club's public Facebook page shall be open to the public and anyone can post or add photos and videos to the page's timeline.

Posts will be subject to moderation by the club's Facebook page administrators and/or editors. Only the club's Facebook page administrators and/or editors will be able to tag photos posted on the page's timeline.

Administrators reserve the right to ban/block users from the club's Facebook page for posting content or comments that the administrators consider may harass, offend, intimidate or humiliate another person or organisation.

7. PHOTOGRAPHS

Communications and Social Media Policy

When registering with the club, members consent to the club using their name or image (including photographs) in any form or medium for general marketing and promotion of the club.

If a member does not wish to consent to their image in any form or medium to be used for general marketing and promotional activities, they must inform the club committee in writing.

8. The Media Team and external communications

Communications from outside sources should be dealt with in a timely manner.

If the person receiving the message is unable to deal with the enquiry they should refer it to an appropriate person within the club to reply.

Replies should be courteous and professional

9. What We Ask Our Members and Supporters to Do



The club expects our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the club.

Electronic communication:

- should be restricted to club matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person
- should respect and maintain the privacy of members
- must not bring the club into disrepute.

10. Non-compliance

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another person or organisation.

Under certain circumstances, cyber bullying (e.g., bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) may be considered a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person or organisation in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

Signed on behalf of Brown Shoes Triathlon club Committee:

Date: 04 June 2024

Name: Frances Kane

Position: Chair

Signature:

Name: Kate Delaney

Position: Safeguarding Officer

Signature: