

Social Media Policy Document

Social media is widely used to promote the club, activities and to encourage membership. There is a responsibility on both a club and its members to ensure social media services are used in an appropriate manner. The following policy, rules and guidelines apply to all users of West Wick Yacht Club (WWYC) social media.

Although it is not the policy of WWYC to routinely monitor social media services, WWYC reserves the right, but not the duty, to monitor social media for the purposes of ensuring adherence to this policy.

WWYC is responsible for the following:

- Informing all users of WWYC social media of this social media Policy.
- Keeping abreast of any legal or legislative changes made in relation to the usage of social media and will modify its social media Policy as appropriate.
- The oversight of all official WWYC social media services. This includes for example (but is not limited to) the Club website, Facebook, Twitter/Instagram and any official WhatsApp groups used by the club.

WWYC reserves the right to withdraw access to its official social media services where due care is not taken regarding the use of such services by users. This may also result in the user(s) being subject to disciplinary action by the Club.

Club Sponsored Social Media

- All groups will be primarily for use by club members.
- Any new club sponsored group must to be approved by application to the Club management Committee. The group will be moderated by a person part of, or known to the Club Management Committee who, with at least one other named Administrator, will keep oversight of the group and the information posted to that group. They will ensure that all posts comply with the principles of this policy and will ensure that posts that breach the principles are, following agreement by the administrator panel, removed and the person posting advised as to their future conduct.
- Serious or flagrant breaches will be referred to the Club management Committee for appropriate action.
- All groups will have a minimum of two adult members on each group.
- When members join any of the Club's social media groups, they accept that their personal details will, by default, be available to other members of that group.
- If any member has concerns about the conduct of or posts on a group, they should bring this to the attention of Club President, Secretary or the Commodore.

Other Groups

As, in society, all persons can set up their own social groups or join others. If such groups are set up by members, they must not purport to be official approved WWYC groups.

Guidance on the Use of Club Owned Social Media Pages

Individual members are responsible for their actions and activities on social media. Any activities undertaken that could have a negative impact on WWYC, its members, employees or third parties may result in withdrawal of access to social media services and/or disciplinary action by the Club.

When using the official online social media services relating to WWYC, members' attention is drawn to the following guidelines:

Use of official WWYC social media services is bound by this policy.

- WWYC expects its members to write knowledgeably, accurately, and use appropriate professionalism. The privacy and rights of members must be honoured by seeking their permission before writing about, or displaying, internal Club happenings that might be considered to be a breach of their privacy and confidentiality.
- Users using official WWYC social media services will not use profane, abusive, derogatory or obscene remarks in any communications about fellow members, club employees or members of the public.
- Users will not store or send fraudulent, harassing, embarrassing, indecent, profane, pornographic, intimidating or other unlawful material on official WWYC social media.
- Material must not be posted which is inflammatory, biased against any minority, sexist, breaches copyright, or in any way could be deemed to be offensive.
- Postings that describe or encourage activities which could endanger the safety or well-being of others and likely to breach WWYC Safeguarding Policy are prohibited.
- Material must not be posted anonymously nor seen as impersonating someone else.
- All users of official WWYC social media services shall not publish any views or opinions on behalf of WWYC, unless they are in a role which explicitly authorises them to do so.
- Remember never to disclose confidential information related to WWYC, its members, employees or third parties through social media.
- If you come across negative or offensive posts on social media regarding WWYC do not respond to them. Instead alert the Secretary or a Management Committee Member to the issue and an appropriate response from WWYC will then be made.

PHOTOGRAPHY

The following principles should be borne in mind:

- Before taking photos or video, obtain written consent from the child and their parents/carers for their images to be taken and used. A consent form could be included with event entry forms.
- Any photographer or member of the press or media attending an event should always wear identification and should be fully briefed in advance on your expectations regarding his/her behaviour and the issues covered by these guidelines.
- Do not allow a photographer to have unsupervised access to young people at the event or to arrange photo sessions outside the event.
- Care must be taken in the storage of and access to images via social media.
- When publishing images, make sure they are appropriate and that you do not include any information that might enable someone to contact the child.
- It is preferable to use a general shot showing participants at a distance, or a group shot of the prize winners, without identifying them by name.
- If you are recognising the achievement of an individual person and wish to publish their name with their photo, DO NOT publish any other information (e.g. where they live, name of school, other hobbies and interests) that would enable someone to contact, befriend or start to 'groom' a child or vulnerable person.
- Ensure that the young people pictured are suitably dressed, to reduce the risk of inappropriate use.
- Club activity may take place in areas that are open to the public and it is therefore not possible to control all photography, but any concerns about inappropriate or intrusive photography, or about the inappropriate use of images, should be reported to the WWYC secretary responsible for Child Welfare issues and treated in the same way as any other Child Protection concern.
- Parents and spectators should be prepared to identify themselves if requested and state their purpose for photography/filming.

MEDIA CONTACT

Should external media contact you, through your association with WWYC, with queries about WWYC activities, they should be asked to deal directly with the Club Secretary