



# Stocksbridge Running Club - Social Media Policy

## Overview

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a public-facing organisation, **Stocksbridge Running Club** (SRC) recognises the benefits of social media as an important tool of engagement, to communicate with and market promotions to our partners and supporters.

It is important that the reputation of the running club, as well as its affiliated sponsors and partners, is not tarnished in any way by anyone using social media tools inappropriately, particularly in relation to any content that directly references the running club.

When someone clearly identifies their association with the running club, or can easily be associated with the running club, in this type of open forum, they are expected to behave and express themselves appropriately.

The purpose of this social media policy is to provide some guiding principles for players, coaches, officials, spectators and volunteers of the running club to follow when using social media.

## Scope

This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Twitter, etc)
- Content sharing including using sites such as Flickr (photo sharing) and YouTube (video sharing)
- Commenting on blogs for personal or business reasons
- Leaving product or service reviews on retailer sites or customer review sites.
- Taking part in online votes and polls
- Taking part in conversations on public and private web forums (message boards)
- Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect the running club as an organisation and the reputation of both the club, the UKA or England Athletics and the competitions associated therewith.

## Guiding Principles

The internet is not anonymous. Everyone involved with the running club should assume that everything they write online, especially in open forums, can be traced back to them. As such, it is essential that those associated with running club, when posting anything online, consider at all times their connection to the running club and their role as a representative of the club.

## **Usage**

- Must not contain, or link to, libellous, defamatory or harassing content - this also applies to the use of illustrations or nicknames
- Must not comment on, or publish information that is confidential in any way
- Must not bring the running club or the sport and any affiliated governing bodies into disrepute

## **Permissions**

When creating a new website, social networking page or forum that is in any way or can in any way be judged to be associated with the running club, care should be taken to ensure the appropriate person is given permission to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the permission of the child's parents and/or guardian.

For official SRC Social Media:

- Posts must not contain, nor link to, pornographic or indecent content.
- Some hosted sites may sell the right to advertise on their sites through "pop up" content, which may be of a questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of "pop up" content cannot be controlled.
- SRC members, coaches, officials and volunteers must not use official SRC pages to promote personal projects.
- All materials published or used must respect the copyright of third parties.

## **Breach of Policy**

Stocksbridge Running Club will monitor online activity in relation to the club and the sport. Detected breaches of this policy should be reported to the running club.

If detected, a breach of this policy may result in disciplinary action from Stocksbridge running club. Disciplinary action may involve a verbal or written warning or, in serious cases, termination of membership or engagement with the running club.

