

Social Media Policy

This Policy has been developed to inform Lingfield Running Club members about using social media, so people feel able to participate, while being aware of their responsibilities and obligations. This Policy provides practical guidance allowing all parties to benefit from using social media, while minimising potential risks and protecting those involved.

Managing online presence

Our online presence through our website or social media platforms (including Facebook, Instagram, Twitter/X and WhatsApp) ("**Social Media Accounts**") will adhere to the following guidelines:

- All Social Media Accounts will be password-protected (where possible), and at least two members of the club Committee will have access to each Social Media Account and password.
- The Social Media Accounts will be monitored by at least two designated volunteers to provide transparency, who will have been appointed by the club Committee.
- The designated volunteers managing our online presence will seek advice from our designated Welfare Officer to advise on safeguarding requirements.
- Designated volunteers will remove inappropriate posts by club members, explaining why, and informing anyone who may be affected (as well as the parents of any children involved).
- The club will decline requests from anyone under-18 to join any of the club's Social Media Accounts.
- For our 'members only' Social Media Accounts, our Social Media Accounts, page and event settings will be set to 'private' so that only invited members can see their content.
- As and when a member ceases to be a member of the club, they will promptly be removed from all Social Media Accounts.
- The following identifying details of club members will not be posted on any of our Social Media Accounts, without their express written permission: home address, phone number, e-mail address, date of birth. (Regarding WhatsApp groups: please be aware that if you are a member of a WhatsApp group, your name and phone number are visible to other members of that group).
- Should any club member at any time not wish for their name or photos of them to be posted on any of our Social Media Accounts, they should let a member of the club Committee know.
- Any email, posts or correspondence will be consistent with our club's core values, aims and tone.

Online behaviours

Here are some specific do's and don'ts to consider before posting on social media:

- Pause and think about what you are saying and the impact it might have.
- Be careful, respectful and positive. You are personally responsible for what you post. If in doubt, don't post it.
- Think about your image – 'what do I want people to think about me or my club?' Remember: you are an ambassador of our club.
- Remember: many different audiences will see your posts including club members, potential members, children, members' relatives, and friends.
- Be smart about protecting yourself, your privacy, and confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully, and your privacy settings.
- Be in the right state of mind when you make a post. Don't post when you're angry, upset, or your judgement is impaired in any way. Be very careful what you say, do and post because once it's on a social media channel, it can go viral very quickly – even before the post is subsequently taken down.
- Don't post content that discriminates against individuals or groups based on age, disability, gender reassignment, marriage & civil partnership, pregnancy & maternity, race, religion or belief, sex, sexual orientation.
- Don't write anything on social media channels that you wouldn't feel comfortable seeing in a newspaper or hearing on TV. Everything you write is treated as a direct quote i.e. 'Don't tweet what you wouldn't say to your mum/gran' or 'Think before you tweet' or 'Would I say this face to face with someone?'
- Don't speak negatively about other club members, competitors, officials or governing bodies. Never use slurs, personal insults or obscenity. Be professional and respectful.
- Don't engage in on-line disputes and don't allow family or friends to argue on your behalf.
- Seek the advice of the club's Welfare Officer if you have any concerns about the use of the internet or social media.
- You may advertise the Social Media Accounts your business services relating to running events, running kit and clothing, health and well-being, **provided that** you have first obtained the written consent of the club Committee.
- Each member may post on the club's 'Friends of Lingfield Running Club' Facebook page – requesting charitable donations. Each member may only post one time for each running event. No charitable donation request posts may be made on any other Social Media Accounts.

What we expect of club members

- Members should be aware of this Policy and the required behaviours set out. By being a member of the club, you agree to comply with this Policy.
- We expect members' behaviour online to be consistent with the guidelines set out in the EA codes of conduct to which they have signed up.

- Members should take the necessary steps to protect themselves online: please exercise caution and make your own judgement when clicking through any online links (including links sent to members by any member of the club) and when submitting any personal data online – as the club has no responsibility or liability for the security of any other sites or online forms, or for any personal data that you submit online.

Policy breach

Club members who breach this Policy (and other related policies) will be dealt with through the club's grievance and disciplinary policy and procedure.

Any breaches of a safeguarding nature will be addressed through the club's adopted safeguarding policy and procedure and, where appropriate, will be reported to UK Athletics.

While the club will try to moderate social media posts, if you do have any concerns or would like to make a complaint, please contact the club Welfare Officer or any Committee member immediately.

Related policies and procedures

- Club Constitution
- Adult Safeguarding Policy
- EA Codes of Conduct
- Club Grievance and Disciplinary Policy
- Club Inclusion Policy

Useful contacts

- welfare@lingfieldrunningclub.co.uk
- UKA 07920 532552/
safeguarding@uka.org.uk
- EA welfare@englandathletics.org
- The UK Safer Internet Centre
<https://saferinternet.org.uk/>
- Anti-Bullying Alliance
www.antibullyingalliance.org