



## **Brooklands Sports Club**

### **SOCIAL MEDIA POLICY**

Social networking sites (for example Facebook, YouTube, Twitter, Instagram and WhatsApp) are a useful way for keeping in touch with friends, family and Club Members, and are also a great way to exchange information. However, Members must not forget that what they post on social networking sites may be seen across these networks, including outside of the Club and their network of friends.

This policy sets out the Club's expectations for how Members will engage with social media and the standards to which they should adhere.

The definitions used in this document are the same as those used in the Byelaws, Rules and Regulations of the Club.

#### **1. INTRODUCTION**

- 1.1 This policy applies both to internal Club tools such as Clubhouse, Teamer, Pitchero, and on-line bulletin boards, as well as external websites, blogs, online social networks (e.g., Facebook, Twitter, and the like), online business networks (e.g., LinkedIn, Avvo, and Plaxo), wikis, video and photo sharing sites (e.g., YouTube and Flickr) and any other form of personal online publishing or discourse. The words “**social media**” are used in this policy to refer to all of these platforms.
- 1.2 Social media is typically public. Even when using social media for communication or dissemination of purely personal information, therefore, Members must remember that their postings and blogs can affect the way they are viewed by others and this, in turn, can reflect by association on the reputation of the Club and other Members. Members must, therefore, ensure that their participation in and contribution to social media at all times is consistent with the requirements of this policy and all required legal standards.
- 1.3 While the Club has no intention to restrict any proper and sensible exercise of each Member's individual's rights and freedoms, it is expected that all Members will conduct themselves in such a way as to avoid bringing the Club into disrepute or compromising its effectiveness.

#### **2. GENERAL PRINCIPLES**

- 2.1 When participating in or contributing to social media, whether internally within the Club or externally on public sites or forums, the following principles should be followed:

##### **2.1.1 Know and comply with this policy**

Members must ensure that their contribution or participation in social media complies with this policy.

##### **2.1.2 Comply with legislation**

If Members host a personal website, contribute to blogs or live forums or use social networking sites they must ensure that their websites, contributions and comments do not offend any relevant legislation or rules of use.

**2.1.3 Be thoughtful about how you appear or may be viewed**

Members must always consider the possible implications of their participation in social media. If a Member's online profile identifies them as a Member of the Club, they should ensure their contributions and comments in any social media are consistent with how they wish themselves to be viewed by the Club and fellow Members and how the Club may be viewed by non-Members.

**2.1.4 Act with integrity and in a courteous manner**

If Members are participating in social media they should interact with others in a respectful and dignified manner. Members must not use the Club's websites or online platforms for the communication, dissemination or inclusion of any material that is sexually explicit or can be foreseen as likely to cause offence to or that is disparaging of another person or which discriminates against an individual on grounds of sex, race, religion, age, sexual orientation, disability or other protected characteristic. Members must not include content that expresses extreme religious or political views in a manner that might give the impression that those views have the support of the Club. Members must not use social media or the internet for trolling or harassing another individual.

**2.1.5 Do not speak on behalf of the Club unless authorised**

Members must not hold themselves out as speaking on behalf of the Club, unless they have been expressly authorised to do so by their Section and / or by the Board. Members must not establish a social media group (e.g. a Facebook group) that directly or indirectly (for example, by the inclusion of a web link) uses the name or profile of the Club or any Section of the Club without the express consent of the relevant Section and / or Board.

**2.1.6 Respect intellectual property rights**

The internet makes it very easy for users to share content. It is sometimes easy to forget that when you copy and paste a text or pictures or share digital data you may be infringing the property rights of someone else. Members are required to have regard to the laws governing copyright and fair use of material owned by others when using social media.

**2.1.7 Take responsibility for your content**

Members must take personal responsibility for the content they contribute or others contribute to any forum where they are the host. Members are encouraged when participating in social media to identify themselves by use of their own name(s) (rather than by the use of an online identity or pseudonym). Members who participate in blogs or other social media hosted by the Club must also review the sites regularly to ensure any inappropriate comment by other contributors can be moderated and/or taken down, promptly, where deemed to be offensive.

**2.1.8 Notify any online inaccuracies**

If Members become aware of the publication or inclusion in any media of: (a) any inaccurate statement likely to be damaging to the reputation of the Club; or (b) material to which it would be helpful for the Club to provide a response or comment, they should immediately draw it to the attention of their Section or the Board. Members themselves should not engage in the taking of any steps or actions in relation to such content, unless asked to do so by the Board.

3. **RESPONSIBILITY FOR THIS POLICY**

3.1 The Board has overall responsibility for this policy. However, the Board has delegated day-to-day responsibility for its implementation, monitoring, review of its operation and the making of recommendations for its future development and change to each of the Sections of the Club.

3.2 Members are expected to take individual responsibility for familiarising themselves with this policy and ensuring that they participate in social media in an appropriate manner which does not offend this policy.

4. **MONITORING**

4.1 Failure to comply with this policy may result in disciplinary action in line with the Club's 'Disciplinary/dispute resolution procedure' (set out in full in the Byelaws, Rules and Regulations of the Club).

4.2 Where in the reasonable opinion of the Board a Member has posted to and/or is hosting on any social media platform any content which offends this policy or otherwise in the reasonable opinion of the Board is unacceptable, the Club may require that the content be taken down and permanently removed. Failure to comply with any such requirement, without reasonable cause, may also result in disciplinary action.