



Social Media Policy

PONTYPRIDD ROADENTS A.C.

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INTRODUCTION

This social media policy describes the rules governing the use of social media during your membership with Pontypridd Roadents AC. It sets out how members must behave when using the club's social media accounts. It also explains the rules about using personal social media accounts and describes what members may say about the club on their personal accounts.

WHY THIS POLICY EXISTS

Social Media can bring significant benefits to Pontypridd Roadents AC, particularly for building relationships with current and potential members. However, it is important that members who use social media platforms do so in a way that enhances the club's profile. A misjudged status can generate complaints and damage the club's reputation. There are also data protection and security issues to consider.

This policy explains how members can use social media safely and effectively.

Social Media sites and services include, but are not limited to, Facebook, Twitter, Flickr and Snapchat.

The club recognises that that social media offers a platform for the club to advertise its races and events, stay connected with members, and build its profile online. Social media is an excellent way for members to make useful connections, share ideas and keep abreast of changes and the club believes that its members should be involved in conversations on social networks. The club therefore encourages members to use social media to support the club's goals and objectives.

BASIC ADVICE FOR MEMBERS

Know the social network

Members should spend time becoming familiar with the social network before contributing. It is important to read any FAQs and understand what is and what is not acceptable before posting any messages or updates.

If unsure, don't post it

Members should err on the side of caution when posting to social network sites. If a member feels that a post or update may cause complaints or offence, or be otherwise unsuitable, then they should not post it.

Be thoughtful and polite

Many social media users have gotten into trouble simply by failing to observe basic good manners online. Members should adopt a similar stance when communicating via email.

Look out for security threats

Social networks can be used to distribute spam and malware.

Don't make promises you can't keep

Some social networks are very public, so members should not make any commitments or promises on behalf of the club without checking with the committee that the club can deliver.

Handle complex queries via other channels

Social media sites are not the place to resolve complicated enquiries. Once contact has been made, communication should be done via an appropriate channel, such as telephone or email.

Don't escalate things

It's easy to post a quick response to a contentious status update and then regret it. Members should always take time to think before responding and hold back if they are in any doubt.

PURPOSE OF THE CLUB'S SOCIAL MEDIA ACCOUNTS

Pontypridd Roadents AC social media accounts may be used for many different purposes.

In general, members should only post updates, messages or otherwise use these accounts when that use is clearly in line with the club's objectives.

For instance, members should use social media to:

- Respond to member's queries and requests for help
- Share blog posts, newsletters, articles and other content created by the club
- Share events, articles, videos, media and other content relevant to the club but created by others
- Provide potential members and followers with an insight into what happens in the club

Social media is a powerful tool that changes quickly, and our members are encouraged to think of new ways to use it, and to put those ideas to the committee.

The club currently uses the following social media accounts:

- **Facebook Group - Open**
 - Anyone can request to join
 - All posts are public and visible to everyone on Facebook regardless of whether they have joined the group
- **Facebook Members Only Group – Private**
 - Only registered club members have access
 - All posts are private and can only be viewed by members of the group
- **Twitter – Open**
 - Anyone can follow
 - All posts are public
- **Instagram – Open**
 - Anyone can follow
 - All posts are public
- **YouTube – Open**
 - Anyone can subscribe
 - All posts are public

INAPPROPRIATE CONTENT AND USES

Club social media accounts must not be used to share or spread inappropriate content or take part in any activities that could bring the club into disrepute.

When sharing an interesting blog post, video, or article members should review the content thoroughly and should not post a link based solely on the headline.

PERSONAL SOCIAL MEDIA ACCOUNTS

The club recognises that member's personal social media accounts can provide benefits, such as posting about the club to build the club's profile online. However, members should ensure that it is clear their personal social media accounts do not represent the club's views or opinions.

SAFE, RESPONSIBLE SOCIAL MEDIA USE

Members who use Social Media accounts **must not**

- Create or transmit content that is defamatory or incur liability for the club
- Post messages, status updates, or links to material or content that is inappropriate
Inappropriate content includes but is not limited to pornography, racial and religious slurs, gender-specific comments
This definition of inappropriate content or material covers text, images or other media that that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, sexual orientation, disability, or any other characteristic protected by law.
- Use social media for illegal or criminal activities
- Send offensive or harassing material to others via social media or messaging services
- Broadcast unsolicited views on social, political, religious, or other non-club related matters
- Send or post messages or material that could damage the club's reputation
- Interact with other clubs in any ways which could be interpreted as being offensive, disrespectful or rude
- Post, upload, forward, or link to spam, junk email, or chain emails and messages
- Post personal details pertaining to another member

MONITORING SOCIAL MEDIA AND BREACHES

The club's social media accounts are monitored by a small group of administrators and moderators and any inappropriate posts will be deleted. Any inappropriate posts that breach this policy will be brought to the attention of the club committee who will decide if further action is necessary.

Knowingly breaching this policy is a serious matter and members may be subject to disciplinary action, up to and including termination of membership. Where appropriate the club may involve the police in relation to breaches of this policy.

FINAL WORD

The club shall reserve the right to delete any inappropriate post or comment on any club social media platform without warning or notice.