

Knowsley Harriers Athletics Club

Social Media Policy version 1.0

Valid from 1 Jan 2020

Knowsley Harriers Athletics Club (KHAC) reserves the right to add to or amend the terms of this policy at any time without notice; therefore, the latest version of this document should always be reviewed for the most up to date terms, as its rules will supersede any previous versions. The version applicable at the time of an incident will be used to resolve a social media concern or breach.

Purpose of the Guidance

The purpose of this guidance is to provide guidelines on the proper use of social media communications. 'Social media' in the context of these guidelines refers to a number of online platforms, including, but not exclusive to:

- Blogs (written, video, podcasts)
- Micro-blogging websites e.g. Twitter
- Social networks e.g. Facebook and others
- Forums/message boards
- Content-sharing (photos, videos, audio) e.g. Instagram, YouTube, Flickr and others
- Any other website where user comments are an available feature

Scope

This guidance applies to all athletes, coaches, volunteers, committee members, and parents / legal guardians/carers of members, associated to the club, hereafter referred to "club members".

Knowsley Harriers Athletics Club Social Media

Social media can be used in a positive way, for example, to make people aware of events, activities or work that the club is involved in within the sport and to make positive statements about the successes and activities of athletes, coaches, clubs, volunteers and officials.

The club members may be able to use social media to raise awareness of work done by organisations they are involved in or to answer queries people make have about the availability of support, information or services. Knowsley Harriers Athletics Club recognises that Social Media can be a useful tool for committee members, coaches, and athletes to share information.

The primary source of such communication are the Club's Social Media Accounts, namely the Knowsley Harriers Athletics Club:

Facebook page: <https://www.facebook.com/1066561006704534>

Facebook member's page: <https://www.facebook.com/groups/647050145407374/>
(NB this is for members only and those not registered with the club will not be added to the group)

Twitter: <https://twitter.com/Knowsleyharrier>

Instagram: <https://www.instagram.com/knowsleyharriersac/?hl=en>

Information on club activities including details associated with club organised races, competitions, training, and social events will be communicated on the recognised club online presence including our website (<https://www.knowsley-harriers.com>) and Social Media sites as listed above.

Posts from the Facebook book, Twitter and Instagram accounts are to be made only by committee members. Club members are welcome to tag, share, and post relevant, club-related media to be shared by these accounts. Due to the nature of social media, club members should not be offended if their post or message is not seen, shared, or responded to. Club members are able to directly post on the Facebook member's page.

All these online forums are monitored and moderated by committee members, in particular the social media officer, who do so voluntarily. With this in mind, club members should be aware that the accounts are not monitored constantly and there may therefore be a delay in responding to posts, comments, and messages.

If a club member's name or photo is included in a social media post and they would like it to be removed, they should please contact the social media officer through the club's email or another committee member. The post will be removed as soon as possible on request.

Committee members and the social media officer reserve the right to block, unfollow, ignore, and report those making posts, messages, or contact that is deemed to be irrelevant, repetitive, abusive, bullying, or harassing in nature, without prior warning.

Club members who wish to achieve contact through new, more specific pages or channels should contact the club social media officer or chairperson in the first instance to discuss the options available. They are also asked to please refer to the Guidelines given by England Athletics at www.englandathletics.org/socialmedia which include advice and information that should be considered for their own security, wellbeing and peace of mind when using Social Media.

Social Media Personal Conduct

The Knowsley Harriers Athletics Club respects all their members' right to a private life. However, the Club must also ensure that confidentiality and its reputation are protected at all times. Any communications that club members make in a personal capacity in relation to the Club through social media must not:

- bring the club into disrepute, for example, by: - making defamatory comments about individuals or other organisations or groups; - posting images that are inappropriate or links to inappropriate content; - being seen to support (for example by 'liking' on Facebook or retweeting on Twitter) a comment or post that would fall into any of the above categories.
- breach confidentiality, for example by: - giving away information about an individual (such as a fellow volunteer or athlete) or organisation;
- revealing information held by the club where there would be reasonable expectation of confidentiality;

- breach copyright, for example by: - using someone else's images or written content without permission; or failing to give acknowledgement where permission has been given to reproduce something;
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by: - making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age; - using social media to bully another individual; or - posting images that are discriminatory or offensive. No comment should ever be made about an individual or subject that: exposes someone to hatred, ridicule or contempt, causes them to be shunned or avoided, lowers them in the estimation of 'right thinking' members of society, disparages them in their office, profession or trade.

Security and Identify Theft

People should be aware that social networking websites are a public forum, particularly if they are part of a "network". Club members should not assume that their entries on any website will remain private. Most online communities have their own rules and guidelines, which club members should always follow.

Reporting Concerns & Disciplinary Action

Members should note that any breaches of this guidance may lead to disciplinary action. Serious breaches of this guidance, for example incidents of bullying of other club members, inappropriate usage or social media activity causing serious damage to the club, may lead to club membership being terminated.

Note also codes of conduct for roles including coaches, athletes, club officials, and parents are published by UKA (<https://www.uka.org.uk/governance/welfare-and-safeguarding/guidance-documents-and-policy/>). Breach of these codes of conducts, including in the use of social media, may also result in disciplinary proceedings by UKA and/or England Athletics.

As a user of a social networking site, club members may at some time have a concern about what they are seeing or being told about by another user. Concerns may range from negative or abusive comments, and cyber bullying to suspected grooming. If any club members or parents of young athletes have concerns regarding conduct on Knowsley Harriers Athletics Club Social Media channels or by club members as outlined in this document, they should contact the Club Welfare Officer or Chairperson in the first instance for guidance. If club members believe that they have witnessed possible criminal activity, these should please be reported to the police.

The club committee will report any matters relating to inappropriate contact with Under 18's, in line with procedures in the sport, to the Lead Safeguarding Officer for the sport of athletics at England Athletics. The club committee will report matters relating to bullying and club member conduct, in line with procedures, to the Lead Welfare Officer for England Athletics.

The Welfare Officer, working with other committee members in the club, will then ascertain what action is appropriate. Depending on what actions are deemed necessary the club may:

- notify the social media officer of the relevant social media / online channel to - remove comments or posts - and / or ban users from club social media / online channels

- Report individual users to the appropriate social media provider (such as Facebook/Twitter), following the reporting procedures of these organisations/ companies
- Initiate club disciplinary procedures
- Report misconduct to other external bodies. These bodies may then take their own action as they deem appropriate.

Personal (athletics-related) websites, groups, blogs

Club members are free to set up such sites on the internet but must not use the Knowsley Harriers Athletics Club name, logo or resources without the consent of the club chair and committee majority.

Club members should be aware that writing an online blog is entirely at their own risk and this should not contravene their responsibilities detailed in this policy. If club members choose to write about their role within Knowsley Harriers Athletics Club, or discuss athletes, coaches, members, or volunteers, they should first seek consent from the club and the individuals concerned; they should also state on the site that the views they express are theirs only and do not necessarily reflect the views of the Club.

Individuals should also take care to ensure that sharing information on online forums does not breach confidentiality, especially those holding roles such as coaches and committee members.