

SOCIAL MEDIA POLICY

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1	15.10.23	Updates to what's included in Social Media	Chris Gardiner	
2	21.10.25	No updates required	Chris Gardiner	



SOCIAL MEDIA POLICY

1. Introduction

Social networking sites such as, but not exclusively, Facebook, WhatsApp, YouTube, X (formerly known as Twitter) and strava are a useful way for keeping in touch with friends, family and club members. They are also a great way for members to exchange useful information and socialise. Nevertheless, members must not forget that what they post on social networking sites may be seen across these networks and are reminded that they must not bring Tiptree Road Runners (TRR) into disrepute or cause discomfort or any distress to another member.

2. Policy Statement

This policy is intended to protect the privacy, confidentiality and interests of TRR and its members. The policy is not meant to infringe upon an individual's personal interaction or commentary online; however, all members are asked to respect the privacy, confidentiality and propriety of TRR and those working on their behalf and not post anything which might be considered in breach of this. It is expected that all members will conduct themselves, whilst online, in such a way as to avoid negatively affecting the club's reputation or compromise its effectiveness.

Members should take care when discussing information relating to TRR affairs, as discussions can sometimes be misinterpreted and could potentially put other Club members at risk. Members are also requested that they do not blog anonymously, use pseudonyms or false screen names. TRR believes in transparency and honesty and therefore members are asked to use their real name.

Whilst it is expected that all members will post responsibly, the committee takes the posting of offensive material and/or the harassment, bullying or victimisation of members via the internet and/or social networking sites very seriously. They should be aware that any breach of the following may lead to disciplinary action and temporary or permanent suspension from the Club. Extreme cases, such as harassment, malicious or abusive communications via social media, could lead to civil and criminal liability.

3. Administration rights

Administration rights to social media sites, such as Facebook and WhatsApp, will be held by nominated committee, run leader or named members to facilitate effective communication within the club. This should be held by a person or persons who are active in club business. When a nominated administrator no longer takes an active role in club business or training, they are expected to hand over administration rights, as authorised by the committee, to support appropriate management of social media platforms. On leaving the club they will leave all closed social media groups. The committee has the right to remove administrators who are no longer active or have left the club. Where possible new social media club pages, such as Facebook, will be set up with a generic Tiptree Road Runners email address to enable easy transition between nominated administrators. Administrators have the right to remove posts in breach of the following guidance.

4. All members must take account of the following:

- Members must not divulge or expand upon any confidential information or information belonging to TRR which is not already available in the public domain.
- If any member discloses that they are attached to TRR, then it must be made clear that any views expressed do not represent the official position of the Club but are the views of the individual.
- Members cannot write a blog in an official TRR capacity unless sanctioned and minuted by the Committee. If providing personal or professional opinions, they must state that this is solely their view and not the view of TRR.
- Members should show proper respect for the laws governing copyright and fair use or dealing of copyrighted material owned by others, including the Club's copyrights and brands.
- Members should not quote more than short excerpts of someone else's work and ensure that they attribute such work to the original author/source. Members should be advised that it is good practice to link to others' work rather than reproduce it.
- If members see misrepresentations made about the Club in the media, they may point it out with respect and with the facts.
- Members are encouraged to use social media for information, encouragement, fun and friendship and are advised to avoid disagreements, arguments or encourage inflammatory debates.
- If a member speaks about others, they should ensure that what is said is factual and that it does not disparage that party.
- Members must not display offensive images or make offensive comments or in any way harass, intimidate, bully, victimise or discriminate against another member.
- Members must appreciate that whilst comments and chat may be deemed as 'friendly banter', some may be perceived as uncomfortable or offensive by others, such as sexual innuendo, and could result in disciplinary action and/or bring the reputation of the club into disrepute. Such comments may be seen or shared wider than intended. For these reasons such commentary must be avoided.

- Whilst members are permitted to donate, swap or sell personal items for each other's benefits, such as selling a running watch as upgrading model, TRR social media and chat sites such as Facebook and WhatsApp must not be used for selling or endorsing products for profit. Any commercial posts will be removed, and the member reminded of the policy.
- Given the number of members who run races for charity, members are discouraged from using TRR social media for personal charitable fundraising requests.

5. Committee Members Responsibilities

All committee members have a duty to implement this policy and take action if they become aware of any breaches and should explain the Club's policy on the use of social media and networking sites and take steps to promote awareness.

TRR reserves the right to remove any posts or comments by members or non-members on their social media sites.

6. What to do if a post has made you feel uncomfortable or you believe that you are being bullied, harassed or victimised via social networking by another TRR member

TRR takes any reports of discomfort, discrimination, bullying or harassment seriously. If you feel intimidated or believe you are being bullied, harassed or victimised as a result of another member's social media post, we encourage you to speak to one of the welfare officers in the first instance for support and guidance.

You can contact a club welfare officer via the TRR website contacts page or speak to them in person at a training night. They will ensure discretion and confidentiality and seek to address the concern raised, including potential escalation to the committee and club Chairman to take necessary action if appropriate.

Further information relating to welfare and conduct are contained in the TRR welfare policy, code of conduct and club constitution, which can be found on TRR website under Club Information.