



Social Media Policy

Introduction

Responsible engagement in innovation and dialogue

1. Social media platforms (such as 'Twitter', 'Facebook' and 'Instagram') are developing the way everyone engages with each other. **Ryton Tri Club does not use Twitter or Instagram. The club has two Facebook accounts. The account relevant to adults is an open account and can be viewed by anyone. The kids club account is closed and access granted only to parents/guardians or a person specifically requested by a parent or the administrative team. Anyone can post anything on the Adults Facebook Page so we would draw your attention to the contents of this Policy. With regard to kids, everyone is asked NOT to take photos of children out of the water poolside. To keep everyone up to date with what all the kids are taking part in, we do take photos and we do do post these. It is the absolute right of any parent to request that NO photos of their children are shared on Social Media and we will if requested, make all other members aware of their request.**
2. Social media brings us new opportunities to connect and communicate directly with our club members.
 - A method of amplifying our external communications
 - A channel for our members and parents to speak directly to us
 - A vehicle for keeping up to date on current information relevant to our sport as it happens
 - A relationship building tool to help communicate and showcase information for our club members and for the good of sport

Social media

3. The intention of this note is not to stop Ryton Tri Club members from conducting legitimate activities on the internet, but serves to flag up those areas in which conflict may arise.
4. All **Ryton Tri Club** coaches should be mindful of the information they disclose on social networking sites. Where they associate themselves with

the club (through providing work details or a professional opinion) they should act in a manner which does not bring **the club** into disrepute.

What is social media?

5. 'Social media' is the term commonly given to websites, online tools and other Interactive Communication Technologies (ICT) which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. As the name implies, social media involves the building of communities or networks, encouraging participation and engagement.
6. As with all forms of communication, when someone clearly identifies their association with **Ryton Tri Club** and/or discusses their work, they are expected to behave appropriately. Social media is fast moving, constantly evolving and often unforgiving. Inappropriate posts can quickly escalate nationally and globally with no route or option for recovery. Coach and member/parent behaviour should always be consistent with **The Club's** values and policies on social media as much as in other forms of communication

Expectations

7. This guidance note sets out the principles which **The Coaching Team** are expected to follow when using social media (either personally or within their role) and gives interpretations for current forms of interactivity. It applies to all forms of social media. The internet is a fast moving technology and it is impossible to cover all circumstances. However, the principles set out in this document should always be followed.

Media interest

8. When a coach or member/parent is contacted by the media about posts on their social networking site that relate to **Ryton Tri Club** they should alert a committee member before any response is sent, other than an acknowledgement that a response will be forthcoming.

Principles

9. **Ryton Tri Club's** reputation is crucial. The online activities of our team whilst representing the club must not undermine **our** reputation. To this end;
 - 9.1 The Team should not engage in activities on the internet which might bring **the club** into disrepute.
 - 9.2 The Team should always act in a professional manner when altering online sources of information.

- 9.3 The Team should not use the internet in any way to attack or abuse colleagues or **the club** or indeed participate in something which may lead to embarrassment to either a colleague or Ryton Tri Club itself.
 - 9.4 The Team should not post derogatory or offensive comments on the internet.
 - 9.5 The Team should not disclose privileged information. Confidences of present and former coaches and members should be safeguarded.
 - 9.6 The Team must always respect the personal privacy and contact preferences of each individual.
 - 9.7 Staff responsible for a **Ryton Tri Club** social media account, should always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate (within agreed protocols.)
10. Any information published online can be accessed around the world within seconds and will be publicly available for all to see.

Social media guidelines at a glance

11. Know and follow **Ryton Tri Club's** Policies and Procedures. The same principles and policies that apply to public interactions generally also apply to social media.
12. You should familiarise yourself with these policies before you begin participating in social media.
 - 12.1 **Ryton Tri Club Coaches and Members** are personally responsible for the content they publish on-line, whether in a blog, social computing site or any other form of user-generated media. Be mindful that what you publish will be public for a long time. Protect your privacy and take care to understand a site's terms of service, knowing that these can change frequently over time.
 - 12.2 Respect copyright, fair use and financial disclosure laws.
 - 12.3 Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in **our club environment**. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory—such as politics and religion.
 - 12.4 Be aware of your association with **Ryton Tri Club** in online social networks. If you identify yourself as a **club member**, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and members.
 - 12.5 Never pick fights, be the first to correct your own mistakes.
 - 12.6 Try to add value. Provide worthwhile information and perspective.

- 12.7 If as part of your role, you have responsibility for **Ryton Tri Club's** own social media accounts then you should update these generically as a member of '**club staff**' rather than as an individual.

Privacy & considering your colleagues

13. The legal concept of privacy in the UK is complex as there is no one privacy law. However, the Human Rights Act incorporates the right to privacy for both individuals and companies. The law of confidence is bound with the right to privacy, and many legal cases centering around the right to a private life focus on breaches of confidentiality.
14. Practical examples of situations where privacy may be an issue include:
- 14.1 Disclosing information about colleagues on a personal blog or placing other personal content online.
 - 14.2 Social networking sites allow photographs, videos and comments to be shared with thousands of other users. However, it may not be appropriate to share club-related information in this way
 - 14.3 For example, there may be an expectation that photographs taken at a private **club** event will not appear publicly on the internet, both from those present and perhaps those not at the event. Everyone from the Coaching Team to a member/parent should be considerate to their associates in such circumstances and should not post information when they have been asked not to. They should also remove information about a member if that member asks them to do so.
 - 14.4 Under no circumstances should offensive comments be made about **Ryton Tri Club** colleagues on the internet. This may amount to cyber-bullying.
 - 14.5 Working with young athletes and posting images of them in your own social media accounts may pose considerable problems if the correct consent has not been specifically given in using the image online.

Rules of engagement

To post or not to post

15. If you have any confusion about whether you ought to publish something online, stop and think. Pay particular attention to proprietary information and avoiding misrepresentation. If you are ever unclear as to the propriety of a post, it is best to refrain and seek the advice of the committee.

Be an advocate of RYTON TRI CLUB

16. We believe in transparency and honesty; what you publish will be around for a long time, so consider the content carefully. Using positive language around **the club's** work will help to build our reputation and our relationships in the social space.

Respect copyright and fair use laws

17. For **Ryton Tri Club's** protection it is critical that you show proper respect for the laws governing copyright. This includes fair use of copyrighted material owned by others.
 - 17.1 **Music**, for example in a YouTube video: Employees should search for websites which provide music that has been submitted by artists for use under a Creative Commons licence.
 - 17.2 **Use of images**, for example on a blog, we must always credit the source of the image. (Image courtesy of ?????? and add link). Ensure linked source is appropriate for the audience.
 - 17.3 **Linking to information on another website**: Many websites state their policy on this within a Terms of Use / Copyright section; for example, larger companies often state that linking to the home page is acceptable but deep linking (i.e. linking to a page within the website) is not, so it is worthwhile checking on this first. Some websites also specify that all links to their pages must appear in a new window and not within the 'frame' of the site linking to them.

Protecting confidential and proprietary information

18. Social media blurs many of the traditional boundaries between internal and external communications. Be thoughtful about what you publish. For example, ask permission before posting someone's picture in a social network or publishing in a blog a conversation that was meant to be private.
19. Regularly change passwords on accounts, particularly when staff, who have been responsible for administrating social media, change or leave jobs.

Respect your audience and your colleagues

20. This includes not only the obvious (no ethnic slurs, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory—such as politics and religion.

Add value

21. **Ryton Tri Club** is best represented by its people and everything you publish online reflects upon it. Blogs and social networks that are hosted on **Ryton Tri Club** owned domains should be used in a way that adds value to our services; if it helps to improve knowledge or skills; if it contributes directly or indirectly to the improvement of **The Club's** services, processes and policies; if it builds a sense of community; or if it helps to promote **our** values, then it is adding value. It is best to stay within your sphere of expertise, and whenever you are presenting something as fact, make sure it is a fact.

Be the first to respond to your own mistakes

22. If you make an error, be up front about your mistake and correct it quickly, as this can help to restore trust. If you choose to modify content that was previously posted, such as editing a blog post, make it clear that you have done so. It is often more acceptable to the online community to simply update it with the correct information rather than taking anything down.

Adopt a warm, open and approachable tone

23. Remember that much of **Ryton Tri Club's** image is developed by our members' interaction with our Team. We all want that image to be a positive one. Your tone, your openness and your approachability can help with that.
24. Talk to your readers like you would talk to real people in professional situations. In other words, avoid overly pedantic or "composed" language. Consider content that's open-ended and invites response.

Use your best judgement

25. Remember that there are always consequences to what you publish. If you're about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above and think about why that is. If you're still unsure, and it is related to **The Club's** business, feel free to discuss it with the committee.
26. Be cautious when clicking links posted by others on **Club Facebook Pages** in case of spam or security risks.
27. Ambiguity can lead to misunderstanding of your intent. Consider carefully how others may interpret your words.

Disclosure and confidentiality

28. Prior to making information available via social media you should bear in mind issues around disclosure and confidentiality when posting information about **Ryton Tri Club**, a coach or a member. Information can be disseminated very quickly via social media and is virtually impossible to retract once it has been published: even if it has been online for only a short time, it may well have been picked up and cached by computers around the world. As such, your social posts should not disclose any information that is confidential or proprietary to **Ryton Tri Club**.

Responsibilities

29. If you see something on **The Club's** social networks which makes you uncomfortable, ask a committee member for advice.

Compliance

We would respectfully ask that all Club Members, Parent and Coaches follow the guidance in this Policy and keep everyone safely engaged with our activities.

Signed: *C Gardener*

Date: 18/04/2021