



SOCIAL MEDIA POLICY

Policy overview and purpose

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. This policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Durham City Archers

This policy contains Durham City Archers guidelines for the Durham City Archers community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

Underlying principles

This policy complements Durham City Archers core values:

Mission Statement

To ensure that members of the club feel safe on the social media platforms that we use. That they are aware of who to report any concerns or issues to.

Executive Officers and the Media Officer are responsible for all matters related to this policy.

Media Officer will be able to remove any posts on our platforms considered inappropriate on. They will then inform the relevant committee members, and the member concerned.

Coverage

This policy applies to all persons who are involved with the activities of Durham City Archers in a voluntary capacity and including members.

- members, over 16 of Durham City Archers
- persons appointed or elected to the committee.
- support personnel, coaches, and assistant coaches.
- Second Claim members

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, WhatsApp, and Mail Chimp)

- Video and photo sharing websites or apps.
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing Durham City Archers on social media; and
2. if you are posting content on social media in relation to Durham City Archers that might affect Durham City Archers, events, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Durham City Archers or its competitions, participants, events, members or reputation.

Using social media in an official capacity

You must be authorised by the Committee before engaging in social media as a representative of Durham City Archers

Guidelines

You must adhere to the following guidelines when using social media related to Durham City Archers or its, members or reputation.

Use common sense.

Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Durham City Archers

Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. Durham City Archers recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

Respect confidentiality and sensitivity.

When using social media, you must maintain the privacy of Durham City Archers confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Durham City Archers.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by Durham City Archers, it is perfectly acceptable to talk about Durham City Archers and have a dialogue with the community, but it is not okay to publish confidential information of Durham City Archers. Confidential information includes things such as details about coaching practices, financial information.

When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

Discrimination, sexual harassment and bullying

The public in general, and Durham City Archers members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

Avoiding controversial issues

Within the scope of your authorisation by Durham City Archers, if you see misrepresentations made about Durham City Archers in the media, you may point that out to the relevant authority in Durham City Archers. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Dealing with mistakes

If Durham City Archers makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses Durham City Archers of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your Durham City Archers MEMBERSHIP at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

Branding and intellectual property of Durham City Archers

You must not use any of Durham City Archers intellectual property or imagery on your personal social media without prior approval from Durham City Archers.

Durham City Archers intellectual property includes but is not limited to:

- logos
- imagery which has been posted on Durham City Archers official social media sites or website.

Policy breaches

Breaches of this policy include but are not limited to:

- Using Durham City Archers name, or logo in a way that would result in a negative impact for the club and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing material that brings, or risks bringing Durham City Archers, its sport, its officials, members into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Reporting a breach

If you notice inappropriate or unlawful content online relating to Durham City Archers or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately too:

Durham City Archers – Welfare Officer, Secretary, Media Officer, or Chairman.

Investigation

Alleged breaches of this social media policy may be investigated according to Durham City Archers Media Policy.

Where it is considered necessary, Durham City Archers may report a breach of this social media policy to police.

Members of Durham City Archers who breach this policy may face disciplinary action up to and including termination of membership.