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## Purpose

It is acknowledged that social media is a prominent method of communication for the Club and is a key way we engage with the members of our club and the wider community. It is important therefore for Abbey Runners to have a policy to ensure that we are represented in a suitable way in social media and can take corrective action should the need arise.

This policy aims to ensure that our club ethos, equality and safeguarding policies are upheld when using social media. Our social media platforms shall be run and managed in a way that is inclusive, fair, and that people can use free from threat of intimidation, harassment, and abuse.

Where there are any issues or complaints arising in relation to social media, these should be raised with the Welfare Officer or a Committee Member as soon as possible. Investigation of the complaint shall be in accordance with the Club Grievance And Disciplinary Process.

## Forms of Social Media

The club uses a variety of social media platforms which allow interaction and communication both within the Club and also to provide communication to other interested parties outside the club. The following is a list of social media that is currently utilised by the club and its members:

- Facebook
- Twitter
- Instagram
- WhatsApp
- Messenger
- Spond

However, the Club is aware that the use of different social media Apps is constantly evolving and the above list is subject to change. Therefore, for the avoidance of doubt, the Club shall consider social media as any communication on official Club platforms (i.e. Abbey Runners Facebook group, Twitter or Instagram), or where individuals are interacting online as a representative of Abbey Runners or are in direct communication online with other Club members.

## General Guidance

- It is the expectation of the club that members use all our social networking streams thoughtfully and responsibly.
- Users should aim to create a friendly, supportive, encouraging and communal atmosphere through their interactions.
- Club members are expected to show respect to others, including other members of Abbey Runners and the wider community.
- Club members are strictly responsible for any posting on their own account(s).
- Club Members are requested to report any content that they encounter which is in breach of this policy.
- Cyber-bullying will not be tolerated.

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- Abusive, discriminatory, derogatory, vulgar or sexual language is unacceptable on all club platforms.
- Refrain from posting subjects unacceptable for a communal forum which includes older Juniors (>13yrs).
- Respect the rights and confidentiality of others.
- Re-posting or re-tweeting inappropriate content represents an endorsement of that content and can be actionable.
- No Club member may initiate a social media platform that is directly linked and intended to be used by club members without the express permission of the Committee.
- Posts on group pages advertising goods and services related to the interests of the group may be permitted from time to time, but repeated posting (spam) is not permitted and shall be removed.
- Advertising goods and services outside of the direct group interest is not permitted.
- Should an administrator deem that an article, post or comment in the general forums contradicts the guidelines above it will be taken down at the earliest possible opportunity.
- Deleting or apologising publicly for an improper posting does not prevent disciplinary action being taken.
- Any club member not abiding by this policy could face disciplinary action, which could lead to expulsion from the Club.

### Guidance regarding Juniors

- Abbey Juniors over the age of 13 may join the Abbey Runners Facebook Group.
- Communication with a Junior via social media is permitted only where the content is public. Direct messaging between Senior and Junior club members is not permitted.
- A Junior is any Club member who is less than 18 years old.

### Enforcement

The Committee reserves the right to use the following actions, should they be required on communal forums:

- To delete individual posts or comments. This is allowed to be done on the judgement of the individual platform administrators and in all cases such actions should be reported to the committee for review. Where the post is from a Club member, they shall be informed that the post has been deleted and if there is a potential disciplinary issue to be investigated.
- Should an entire post or conversation need to be removed the above actions shall be taken. Additionally, a post shall be added to the forum to explain the reason for the removal.
- Should the removal of Paid-up Club Members from the platform be required for disciplinary reasons, this shall be approved by the Committee and actioned by an administrator. Removal of other parties for breaking platform rules shall be at the discretion of the administrator.

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## Document revision history

Rev.	Date	Description of Change	Reviewer	Approver
01	7/6/22	New Document Created	A Ellis	J Whittaker