



## **Social Media Policy**

This social media policy should also be read in conjunction with other Club Policies such as our Code of Conduct and the Etiquette of Bowls as well as such policies laid down by our sports governing body Bowls England.

Social media is an excellent tool for promoting our club's activities and engaging with our members. As a Club we positively encourage the use of social media use for club-related purposes whether that be communication between members and other clubs or promotion of our Club, its facilities and achievements.

### **Social Media**

Social media for the purposes of this policy will be defined as all interactive media technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks - specific examples include, but will not be restricted to WhatsApp, Messenger, Snapchat, Text Messages, Facebook, Instagram, Twitter and LinkedIn

**Use common sense:** Use your best judgment at all times. If you're uncertain if something is inappropriate or questionable, don't post it.

**Mind your manners:** Be respectful, kind and civil. We will not tolerate discrimination or hateful comments about anyone, whether a member of our Club or otherwise.

**Be human:** Use your own voice; speak in a warm, approachable tone and most importantly, be yourself. Anything posted on the behalf of our club is permanent and a reflection of the club and its members.

**Respect copyrights and fair use:** Always give people proper credit for their work, and make sure you have the right to use something before you publish it, for example – match or personal photographs taken by someone else.

**Be aware of confidentiality:** Only reference information that is publicly available. Do not disclose any information that is, or may be deemed

confidential, without prior consent. For example – personal telephone numbers or photographs of members or other people.

**Security:** Club social media accounts or groups should be created by Club office holders or using an official club email address as appropriate. A designated individual should have responsibility for any account or group established. Passwords, where applicable, should be protected and any suspicions of account hacking should be raised with the Committee

Any queries relating to this policy or concerns that this policy may have been breached should be made directly to the Committee either in person or in writing.

The Committee or a Disciplinary Committee appointed by the Committee will deal with any complaint or breach in accordance with the process as laid down in our Code of Conduct/Disciplinary procedures. Failure by members to adhere to this policy could result in disciplinary action or in extreme cases expulsion from the club.

Reviewed on 15<sup>th</sup> February 2024