

ROSS Rowing Club

Social Media & Social Media Policy



Social Media

Ross Rowing Club uses social media to promote the Club to the wider community through the Official RRC Website, Facebook Page, Twitter and Instagram Accounts. The Communications Officer is responsible for updating and posting on these platforms and monitoring the content.

The club also has a closed group application, 'Spond', which club members are encouraged to join when joining the club. This is used to share important club messages and updates and is considered a good platform for club members to communicate with each other. Any group member is able to post, however members are encouraged to keep posts to rowing related subjects or subjects of interest to the group as a whole. Examples include event results or interesting news, requests, warnings and messages to members/groups. Spond is monitored by the committee members and any unsuitable or inappropriate content will be removed as soon as possible and further action may be taken.

RRC Official Website: <https://www.rossrowingclub.co.uk>

RRC Spond: <https://spond.com/client/>

Current Social Media accounts (not limited to): Facebook, Instagram, Twitter (X)

Social Media Policy

Social networking sites (such as, but not exclusively, Facebook, Twitter, Instagram, Spond etc.) are a useful way for keeping in touch with friends, family and club members, and are also a great way to exchange information and promote the club. However, 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 Ross Rowing Club (RRC) into disrepute or cause any distress to any other member.

RRC recognises that some members will make use of social networking in their own time, using their own equipment. Whilst there is no intention to restrict any proper and sensible exercise of the individual's rights and freedoms, it is expected that all members will conduct themselves in such a way as to avoid bringing RRC into disrepute or compromising its effectiveness.

This policy has been prepared to protect the privacy, confidentiality and interests of RRC.

This policy only applies to club related issues and 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 RRC and those working on their behalf, and not post anything that might be considered to breach this. Members should take care when discussing information relating to RRC affairs as discussions can sometimes be misinterpreted and could potentially put other members or the public at large at risk.

All members should be aware that any inappropriate posts made to social media sites could lead to disciplinary action and in extreme cases, civil and criminal liability. All members must take account of the following before posting to the internet, including engaging in blogging or the use of forums, video sharing or social networking sites.

Whilst it is a personal decision, it is suggested that members do not disclose their position as a RRC Officer or Volunteer. Members should be aware that the committee takes the posting at any time of offensive material, and the harassment, bullying or victimization of members via the internet and social networking sites very seriously.

A breach of any of the following may lead to disciplinary action up to and including expulsion:

- Members must not divulge any confidential information or information belonging to RRC which is not in the public domain or expand upon such information already available in the public domain.
- If any member discloses that they are attached to RRC then it must be made absolutely clear that any views expressed do not represent the official position of RRC but are the views of the individual.
- Members cannot write a blog in an official capacity unless sanctioned and minuted by the committee, i.e. representing the views of RRC. If, however, they give a personal opinion as an experienced person in a particular field, they must state that this is solely their view and not the view of RRC. Members must not

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use any RRC logo or other copyright material that infers official endorsement of the photograph, article, document or opinion.

- Any photographs of RRC members in club garments must not be used to harass, intimidate or bring the Club into disrepute.
- Members must not display offensive images or make offensive comments, or in any way harass, intimidate, bully, victimise or discriminate against other members.
- Members must not bring RRC into disrepute, respecting the privacy, confidentiality and propriety of RRC.

As a matter of good practice, members are asked to remember that:

- Any material published online may be accessible by any audience greater than anticipated (including the public en masse) and could remain accessible for a long time.
- Social media communications may be misconstrued and so care should be taken before anything is shared online.
- Uncertainties or concerns about the appropriateness of any material should be referred to committee prior to publication.

Committee Members Responsibility

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

What to do if you believe you are being harassed, bullied or victimised via a social networking site

If you are a RRC member who believes that you are being harassed, bullied or victimised as a result of another member's post to an internet site, it is open to you to take the necessary action.

Members should contact the Club Welfare Officer for support and guidance on the informal and formal action which can be taken.

Consequences of not following this policy

Any member found to be in breach of the above may be subject to disciplinary action. If they are also found to be in breach of the Data Protection Act 1998 or other relevant legislation or copyright, it could lead to criminal proceedings and prosecution.

Useful Links

BR Social Media Policy: <https://www.britishrowing.org/wp-content/uploads/2021/09/Online-Safety-2020-October-Clean-2021.pdf>

BR Welfare Guidance: <https://www.britishrowing.org/upload/files/Association/Welfare/BritishRowingSPCG31.pdf>

Internet Matters: <https://www.internetmatters.org/>

Child Exploitation and Online Protection Centre (CEOP): www.ceop.police.uk

Childnet: www.childnet.com

The UK Safer Internet Centre: www.saferinternet.org.uk