

Durham City Harrier (the “Club”) - Social Media Policy

The policy below outlines the standards and practices we expect all Members, Coaches, Officials and Parents (“Users”) to abide by. It seeks to ensure that we use social media to communicate the positive messages and principles the Club seeks to foster and abide by. The policy is subject to regular review to ensure that it meets the needs of the Club and Users

1. About this policy

1.1 This policy is in place to minimise the risks to the Club through the use of social media and to ensure a safe platform for communication.

1.2 This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Wikipedia and all other social networking sites, internet postings and blogs. This list is not exhaustive. It applies to use of social media for Club purposes as well as personal use on personal social media platforms that may affect the Club in any way.

2. Personnel responsible for implementing the policy

2.1 The Chairman and Committee has overall responsibility for the effective operation of this policy, but the Club may appoint, if so appropriate a “DCH Social Media sub group” to handle the responsibilities.

2.2 Responsibility for monitoring and reviewing the operation of this policy and making recommendations for change to minimise risks lies with the above who will review this policy to ensure that it meets legal requirements and reflects best practice.

2.3 The personnel above and coaches will have a specific responsibility for operating within the boundaries of this policy, ensuring that all members understand the standards of behaviour expected of them and taking action when behaviour falls below its requirements.

2.4 All Users are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media should be reported to the Chairman / DCH Social Media Sub Group in writing detailing the nature of the complaint. Questions regarding the content or application of this policy should be directed to the Chairman / DCH Social Media Sub Group.

3. Compliance with related policies and agreements

3.1 Social media should never be used in a way that breaches any other Club policies. If any post on social media would breach any of our policies in another forum, it will also breach them in an online forum. For example, you are prohibited from using social media to:

- (a) breach Club or member’s confidentiality;
- (b) breach Club photography Policy;
- (c) breach our Disciplinary Policy or procedures;
- (d) breach our Anti-harassment and Bullying Policy;
- (e) breach our Equal Opportunities Policy; or
- (f) breach any other laws or regulatory requirements.

3.2 Users should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to the organisation and create legal liability for both the author of the reference and the Club.

3.3 Members who breach any of the above policies will be subject to disciplinary action including being asked to leave the Club.

4. Personal use of social media

Personal use of social media is never permitted, Durham City Harrier social media pages are for harrier notifications only.

5. Prohibited use

5.1 Users must avoid making any social media communications that could damage the Club's interests or reputation, even indirectly

5.2 Users must not use their own social media platforms to defame or disparage the Club, or Users or any third party; to harass, bully or unlawfully discriminate against members or third parties; to make false or misleading statements; or to impersonate colleagues or third parties. The Club reserves the right to contact a User who is breaching this requirement asking them to immediately remove any such posting.

5.3 Users must not express opinions on the Club's behalf via social media platforms, unless expressly authorised to do so by the Chairman / Committee. Users may be required to undergo CRB checks to enable you to do this.

5.4 Users must not post comments about sensitive club-related topics, such as our performance, or do anything to jeopardise our reputation, confidential information and intellectual property. You must not include our logos or other trademarks in any social media posting or in your profile on any social media.

5.5 Any misuse of social media should be reported to the Chairman or DCH Social Media Sub Group.

6. Child Welfare

6.1 Social Media including emails should never be used to contact any under 18's privately.

6.2 If you want to contact any U18's always copy in the persons parent or guardian and when possible the Chairman / DCH Social Medial sub group.

7. Photographs / Images

7.1 Any images posted on the Club's website must

(a) Be grouped or posted onto the gallery section. (anyone who wants to see images will be happy to search through a group). Please remember the Club's Facebook page and Website are for information it is difficult for Users to find club information if we have dozens of individual photos on individual pages.

(b) Any images of any Users under 18 must not have a name applied to them or contact, Users should also refrain from using a name in any comments applied to the image.

(c) Any images posted on the Club's social media outlets can be removed by the Clubs Sub Group at any time if such postings are deemed to breach this policy.

8. Guidelines for responsible use of any social media, not just on the Club's website or the club's social media forums.

8.1 Users should make it clear in social media postings, or in their personal profile, that they are speaking on your own behalf. Write in the first person and use a personal e-mail address.

8.2 Be respectful to others when making any statement on social media and be aware that Users are personally responsible for all communications which will be published on the internet for anyone to see.

8.3 If Users disclose affiliation with the Club on your profile or in any social media postings, Users must state that the views do not represent those of the Club (unless the User is authorised to speak on our behalf as set out in paragraph 5.3).

8.4 If uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until it has been discussed with the Chairman / DCH Social Media Sub Group.

8.5 If Users see social media content that disparages or reflects poorly on the Club, please contact the Chairman / DCH Social Media Sub Group.

8.6 Please be aware when posting comments, to make them generalised, especially with events where multiple DCH participants are involved. Missing out someone can easily cause upset and we are after all, one big happy family. A simple "well done to everyone who took part today" normally works really well.

9. Monitoring

9.1 We reserve the right to monitor, intercept and review, without further notice, Users activities using the Club's social media pages

10. Breach of this policy

10.1 Breach of this policy may result in disciplinary action up to and including termination of membership.

10.2 Users may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.