



Social Media Guidance

(NOTE: A copy of this document will be posted on our club notice board and on our website. Rugeley Runners (RR) reserves the right to add to or amend this document at any time. Therefore, the latest version of this document should always be used for the most up to date information.)

1) Introduction

Rugeley Runners has a members-only Facebook group. This is a closed group that is restricted to members and friends/associates/partners of the club. There is also a Rugeley Runners Beginners Group which is a closed group used for communications when RR hold a beginners course. There is also a Rugeley Runners Facebook page open to the public.

The members-only group is the main one used by the club and its members.

The club also has a website: www.rugeleyrunners.org.uk

2)Purpose of this Guidance

This document provides guidelines on the proper use of social media communications. Although the main Social Medium used by RR is Facebook, others may be used associated with the Clubs name and its activities, whether related to running or socialising. Therefore, 'Social media' in the context of these guidelines refers to a number of online platforms:

- Blogs (written, video, podcasts)
- Micro-blogging websites e.g. Twitter
- Social networks e.g. Facebook, foursquare, LinkedIn, MySpace, Bebo
- Forums/message boards
- Content-sharing (photos, videos, audio) e.g. WhatsApp, Instagram, YouTube, Flickr, Flotrack
- Any other website where user comments are an available feature

3) Scope

This guidance applies to all club members plus beginners who participate in RR beginners courses plus all friends, associates and partners who have access to RR social media pages.

4) Online Conduct and Codes of Conduct (Preventing the Negative use of Social media)

This section is about what users **should not** use Social Media for.

EA - registered members: Individuals who are within the scope of this document and who are registered with England Athletics (i.e. affiliated members) are required to conduct themselves in

accordance with the relevant codes of conducts. Roles which have a specific code of conduct include: ● Athletes ● Coaches ● Team managers ● Officials. The behaviours covered in these codes of conducts include online behaviour, such as when using social media. These codes of conduct can be viewed at: www.britishathletics.org.uk/governance/welfare-and-safeguarding/guidance-documents-and-policy

Social Media Personal Conduct (all members and beginners): Rugeley Runners respects all our members' right to a private life. However, the Club must also ensure that confidentiality and the Club's reputation are protected at all times.

Those who hold positions of responsibility in the club (e.g. committee members, Run Leaders, Coaches) should avoid making comments in social media on controversial issues with which they have a connection in their role at the club as it may be taken as a statement indicating the position of Rugeley Runners. If unsure, it is advised to qualify such comments with a statement to the effect: "These views are my own and do not necessarily reflect the views of Rugeley Runners."

Any communications that club members (affiliated and unaffiliated) or beginners make in a personal capacity through social media must not:

- bring the club into disrepute, for example, by: -
 - making defamatory comments about individuals or other organisations or groups; - posting images that are inappropriate or links to inappropriate content
 - being seen to support (for example by 'liking' on Facebook or retweeting on Twitter) a comment or post that would fall into any of the above categories (note: a comment may be retweeted purely to make people aware of it but this may be misconstrued as showing support for the statement retweeted).
- breach confidentiality, for example by: -
 - giving away information about an individual (such as a fellow volunteer or athlete) or organisation
 - revealing information held by the club where there would be reasonable expectation of confidentiality
- breach copyright, for example by: -
 - using someone else's images or written content without permission
 - or failing to give acknowledgement where permission has been given to reproduce something;
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by: -
 - making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
 - using social media to bully another individual;
 - or - posting images that are discriminatory or offensive.

- No comment should be made about an individual or subject that:
 - exposes someone to hatred, ridicule or contempt
 - causes them to be shunned or avoided
 - lowers them in the estimation of ‘right thinking’ members of society
 - disparages them in their office, profession or trade.

5) The Positive Use of Social Media

This section is about what users **should** use Social Media for.

RR recognises that Social Media is a useful tool for all members to share information.

Social media can and should be used in a positive way, for example, to make people aware of events, activities or work that you are involved in within the sport and to make positive statements about the successes and activities of athletes, coaches, clubs, volunteers and officials.

Social Media can be used to raise awareness of work done by organisations that members are involved in or to answer queries people make have about the availability of support, information or services.

Information on club activities including details associated with competitions, training and social events will be communicated on our website at www.rugeleyrunners.org.uk and on the Club’s Social Media Accounts :The Rugeley Runners Members Only Facebook Group and The Rugeley Runners Beginners Facebook Group.

Please also see the Guidelines given by England Athletics at www.englandathletics.org/socialmedia which includes advice and information that should be considered for your own security, wellbeing and peace of mind when using Social Media.

6) Contact with Under 18s

Whilst RR does not accept members who are under 18, we nonetheless advise against adults using personal (as opposed to public) messaging functionality available on Social Media channels to communicate with under 18s.

We recommend adults also consider carefully any communication made on sites such as Facebook Pages, where this is likely to be seen by Under 18s and that adults should act in an appropriate way on these Social Media.

7) Security and Identify Theft

People should be aware that social networking websites are a public forum, particularly if you are part of a “network”. You should not assume that your entries on any website will remain private. Most online communities have their own rules and guidelines, which you should always follow.

8) Reporting Concerns & Disciplinary Action

Serious breaches of this guidance, for example incidents of bullying of other club members, inappropriate usage or social media activity causing serious damage to the club, may lead to club membership being terminated.

If any club members have concerns regarding conduct on RR Social Media channels or by club members as outlined in this document they should contact the Club Welfare Officer contact details of whom are available on the club notice board or on the RR website www.rugeleyrunners.org.uk

The Welfare officer, working with other club committee members will then decide what action is appropriate. This may include:

- notify the Club Administrator of the relevant social media / online channel to - remove comments or posts - and / or ban users from club social media / online channels
- Report individual users to the appropriate social media provider (such as Facebook/Twitter), following the reporting procedures of these organisations/ companies
- Initiate club disciplinary procedures
- Report misconduct to other external bodies if this is deemed necessary. These bodies may then take their own action as they deem appropriate

Any member who believes they have witnessed possible criminal activity (through Social media or otherwise) should report this activity to the police and inform a committee member.

9) Personal Websites and Web Blogs

Members are free to set up such sites on the internet but must not use the Rugeley Runners Club name or logo or resources without the approval of the Club Committee.

Members should be aware that in writing a web blog, it is at entirely at their own risk and should not contravene their responsibilities detailed in this policy. If members choose to write about their role within Rugeley Runners, or discuss athletes, coaches or volunteers, they should first seek consent from the club and the individuals concerned, they should also state on the site that the views they express are theirs only and do not necessarily reflect the views of the Club.

Individuals should also take care to ensure that information contained on web blogs does not breach confidentiality especially those holding roles such as officers of the club/club committee, run leaders, coaches and team managers.

Further Guidance and information on the subjects in this document is available at www.englandathletics.org/socialmedia

If club officers have specific queries regarding the use of Social Media please contact Andy Barber, Media Manager, England Athletics at abarber@englandathletics.org

Rugeley Runners Committee 28th March 2018