



## Social Media Policy

With social media playing an important role in all our lives, this policy has been developed to provide clarity on what is, and what is not, appropriate when using social media in relation to the Club.

This covers posting on the WERR stack team app and other WERR social media accounts. It can also include posts, comments or photos on personal accounts if you are mentioning WERR or including some other connection with the Club.

We don't want to stop you enjoying social media or eliminate your individualism and personality. Many of us are used to using social media freely, it might seem unfair that we now have to think a little more before we post, but it's important that we protect ourselves, other members and the Club.

Have fun, demonstrate how great it is to be part of WERR but be respectful online just as you would be in person.

### **Online behaviours in relation to the Club**

The Club Rules and Codes of Conduct set out expected standards of behaviour, and this includes behaviour on social media. Here are some specific do's and don'ts to consider before posting on social media in relation to the Club:

- Pause and think about what you are saying and the impact it might have

- Be careful, respectful and positive. You are personally responsible for what you post. If in doubt, don't post it.
- Think about your image – 'what do I want people to think about me or my Club?'
- Remember many different audiences will see your posts including Club members, potential members, children, members' relatives, and friends.
- Don't post content that discriminates against individuals or groups on the basis of age, disability, gender reassignment, marriage & civil partnership, pregnancy & maternity, race, religion or belief, sex, sexual orientation.
- Don't speak negatively about other Club members, competitors, officials or governing bodies. Never use slurs, personal insults or obscenity. Be professional and respectful.
- Don't engage in on-line disputes and don't allow family or friends to argue on your behalf.
- Ask yourself:
  - Am I happy for what I am about to post to be seen by anyone and everyone?
  - Am I happy for this post to be attached to my name and easily-searchable forever?
  - Could this comment be misunderstood by someone who doesn't know me, or know my sense of humour?

### **How WERR will manage its online presence**

Our online presence through WERR's website or social media platforms will adhere to the following guidelines:

- all social media accounts will be password-protected, and at least 2 members of the club will have access to each account and password
- the accounts will be monitored by the trustees
- the trustees managing our online presence will seek advice from our designated welfare officer to advise on safeguarding requirements
- trustees will remove inappropriate posts by club members, explaining why, and informing anyone who may be affected

- we'll make sure all club members are aware of who manages our social media accounts and who to contact if they have any concerns about something that's happened online
- relevant parts of our account, page and event settings will be set to 'private' so that only members can see their content
- identifying details such as a club member's home address or telephone number shouldn't be posted on social media platforms
- any posts or correspondence will be consistent with our aims and tone as a club, including our Constitution's objectives of Inclusivity, Openness and Achievement and equalities objectives

### Policy breach

If you have any concerns or would like to make a complaint please contact the club welfare officer or any other Board Trustee.

Club members who breach this policy (and other related policies) may face a warning in the first instance. Persistent breaches, or any serious breach, will be dealt with through the grievance and disciplinary rules set out in the Club Rules and other policies.

### Related policies and procedures

Club Constitution	Code of Conduct for Coaches
Club rules	UKA Anti-bullying Policy for Clubs
Code of Conduct for Athletes	WERR Grievance Procedures
Code of Conduct for Athletics Clubs	WERR Privacy Notice May 2018
Code of Conduct for Contractors	WERR Equality Policy (Scottish Athletics)

### Useful contact

welfare@westendroadrunners.co.uk