

Combwich Boat Club



APPENDIX B

SOCIAL MEDIA POLICY

Advice from the RYA (Legal Department):

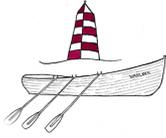
“Clubs are using social media more and more to promote themselves, their activities and encourage membership and indeed the RYA encourages them to do so. Whilst it is not incumbent upon clubs to adopt a social media policy, it is laudable for them to do so as it demonstrates an understanding of the potential for misuse and resulting damage to members and makes it clear that clubs will not tolerate breaches. However, it has to be recognised that it will undoubtedly be difficult to balance a member’s freedom of speech with a member’s right not to be harassed bullied victimised etc. via social networking sites. “

CLUB OWNED SOCIAL MEDIA PAGES

Respect and Privacy Rights: It is important that the Club encourages their members to use respectful language when referring to [the Club] and its current and potential members, guests, partners, and competitors. Members should be dissuaded from engaging in name calling or behaviour that may reflect negatively on its reputation. The Club should make it clear that the use of copyrighted materials, unfounded or derogatory statements, or misrepresentation may result in disciplinary action. The CBC should encourage its members to write knowledgeably, accurately, and use appropriate professionalism. It should be borne in mind that despite disclaimers, web content can result in members of the public forming opinions about the CBC and its members, partners, and activities.

Honour the privacy rights of members by seeking their permission before writing about or displaying internal Club happenings that might be considered to be a breach of their privacy and confidentiality. Legal Liability: Clubs may wish to point out that individual members may be legally liable for anything they write or present online. It may wish to include a right to discipline members for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile environment. Members may be sued by other members and individuals or organisations that view their commentary, content, or images as defamatory, pornographic, proprietary, harassing, libellous or creating a hostile working environment.

Media Contact:



Combwich Boat Club



The site must have an owner who must ensure a moderation policy is published and is clear when inviting comments from the public on our social media platforms. Our designated owner is the CBC. Media contacts enquiring about the CBC and its members, partners and guests should be referred for co-ordination and guidance to the Secretary. Prohibited postings:

- Postings considered likely to provoke, attack or offend others;
- Postings that are racist, sexist, homophobic, sexually explicit, abusive or otherwise objectionable;
- Postings that contain swear words or other language likely to offend;
- Postings that break the law or condone or encourage unlawful activity;
- Postings that are seen to impersonate someone else;
- Postings that describe or encourage activities which could endanger the safety or well-being of others;
- Postings that are posted anonymously; and
- Postings likely to breach the CBC's Child Protection Policy.

Members' obligations:

- only disclose and discuss publicly available information;
- ensure that all content published is accurate and not misleading and complies with all relevant CBC policies;
- expressly state on all postings (identifying you as a Club representative) the stated views are your own and are not those of the CBC;
- be polite and respectful to all people you interact with;
- adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws, and the CBC's] Child Protection Policy.

Do not:

- post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, or is otherwise unlawful;
- imply that you are authorised to speak as a representative of the CBC, nor give the impression that the views you express are those of the CBC unless given that authority in writing;
- use the identity or likeness of another member, of the CBC;
- use or disclose any confidential information obtained in your capacity as an officer/member of the CBC;
- use or disclose any confidential information or personal information obtained in your capacity as an officer/member of the CBC;



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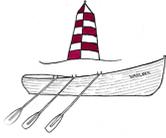
- post material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another officer/member of the CBC;
- make any comment or post any material that might otherwise cause damage to the CBC's] reputation or bring it into disrepute.

PHOTOGRAPHY

Publishing articles and photos in newsletters, websites, local newspapers etc. is a perfect way of recognising achievements and of promoting the CBC and its activities. However, it is important to minimise the risk of anyone using images of children in an inappropriate way. Digital technology makes it easy to take, store, send, manipulate and publish images. The following principles should be borne in mind:

- Before taking photos or video, obtain written consent from the child and their parents/carers for their images to be taken and used. A consent form could be included with event entry forms.
- Any photographer or member of the press or media attending an event should wear identification at all times and should be fully briefed in advance on your expectations regarding his/her behaviour and the issues covered by these guidelines.
- Do not allow a photographer to have unsupervised access to young people at the event or to arrange photo sessions outside the event.
- Care must be taken in the storage of and access to images via social media.
- When publishing images, make sure they are appropriate and that you do not include any information that might enable someone to contact the child.
- It is preferable to use a general shot showing participants at a distance, or a group shot of the prize-winners, without identifying them by name.
- If you are recognising the achievement of an individual person and wish to publish their name with their photo, DO NOT publish any other information (e.g. where they live, name of school, other hobbies and interests) that would enable someone to contact, befriend or start to 'groom' a child or vulnerable person.
- Ensure that the young people pictured are suitably dressed, to reduce the risk of inappropriate use. Club activity may take place in areas that are open to the public and it is therefore not possible to control all photography, but any concerns about inappropriate or intrusive.

photography, or about the inappropriate use of images, should be reported to the person responsible for Child Welfare issues and treated in the same way as any other Child Protection concern. Parents and spectators should be prepared to identify themselves if requested and state their purpose for photography/filming. The use of cameras or camera phones in changing areas should not be permitted under any circumstances.



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WEBSITES AND SOCIAL MEDIA

When promoting the Club and encouraging members to interact through a website or social network such as Facebook and Twitter there are a few issues to bear in mind in relation to children and young people:

- Follow the CBC guidance on the use of images of children (see Photography section above);
- ensure that the content and language on the site or page, including contributions to blogs, forums etc. is not inappropriate for younger visitors and does not link directly to unsuitable material on other sites;
- provide a clear process for parents and others to report inappropriate content or online bullying and to request that content is removed;
- ensure the CBC has a robust procedure for monitoring, handling and assessing such a report or request and acting promptly to remove the offending content;
- ensure the CBC does not use social media as a means of communicating directly with children and young people.

DISCLAIMER Where clubs operate their own social networking page's they may wish to consider including a disclaimer along the following lines: 'User comments are not edited for accuracy or safety, however to ensure positive experience for the community we may report or remove content or commentary containing spam profanity or otherwise objectionable or prohibited material subject to the [Facebook Code of Conduct and Terms of Use].'

Failure to comply:

Failure to comply may render the member subject to the CBC Disciplinary Code as referenced in the CBC Constitution.