



HART ROAD RUNNERS

Social Media Policy

December 2022

Version 1.0

Managing online presence

Our online presence through our 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 account will be monitored by at least two designated volunteers in order to provide transparency, who will have been appointed by the committee;
- The designated volunteers managing our online presence will seek advice from our designated welfare officer to advise on safeguarding requirements;
- Designated volunteers will remove inappropriate content and explaining why, if appropriate, and informing anyone who may be affected;
- We will 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;
- Our account, page and event settings will be set to 'private' so that only invited members can see their content;
- Details that personally identify someone such as a club member's home address or telephone number should not be posted on social media platforms and will be removed;
- Any posts or correspondence will be consistent with our aims and tone as a club;
- Permission for photographs or videos should be given before posting on social media, in line with our privacy policy;
- Video conferencing sessions will be password protected;
- All member posts should be running-related only, unless by prior admin approval.



Online behaviours

The Codes of Conduct (EA and HRR) state the expected behavioural standards, and this includes behaviour on social media. Here are some specific do's and don'ts to consider before posting on social media:

- 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?'.
- Be smart about protecting your, and others' privacy and confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully.
- 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.
- Be in the right state of mind when you make a post. Don't post when you're angry, upset, or your judgement is impaired in any way.
- Posts should be relevant to your audience and related to running and club issues. If in doubt, contact a member of the admin team.

What we expect from our club volunteers

- Volunteers are required at all times to act in a professional manner and not bring the club into disrepute, nor to act in a way that may cause offence to other members.
- Volunteers should be aware of this policy and behave in accordance with it.
- Volunteers should seek the advice of a club officer if they have any concerns about the use of the internet or social media.
- Volunteers should make sure any content posted on public personal accounts is accurate and appropriate as club members may 'follow' them on social media.
- Emails or messages should maintain the club's tone and be written in a professional manner, e.g. in the same way you would communicate in a professional setting, avoiding kisses (X's) or using slang or inappropriate language.
- Volunteers should undertake online safety training if offered and gain a basic knowledge of the platforms and how to report or remove inappropriate content online.
- Any concerns reported through social media should be dealt with in the same way as a face-to-face disclosure, according to our safeguarding procedure.



Members are expected:

- To be aware of this social media policy and the behaviours set out;
- To behave online in a way consistent with the guidelines set out in the EA and HRR codes of conduct;
- To take reasonable steps to protect themselves online.

Policy breach

- Club members who breach this policy (and other related policies) will face a warning in the first instance; persistent breaches will be dealt with through the club's grievance and disciplinary policy.
- Whilst the club will try to moderate social media posts, if you do have any concerns or would like to make a complaint, please contact a welfare officer or the club secretary.

Related policies and procedures

- Club Constitution
- Codes of Conduct – HRR and EA
- Club Grievance and Disciplinary Policy
- Club Inclusion Policy
- Privacy Policy