



Blackheath and Bromley Social Media Policy

This policy can be split into 2 main areas

- i) Members of the club (responsibilities)
- ii) The club's social media channels

By joining Blackheath & Bromley Harriers AC ('the club') you agree to abide by the social media policies. Parents/ guardians/ carers are also expected to abide by this policy and ensure that athletes in their care are aware of the policy.

Summary

For members of the club: this policy governs the publication of messages and other material, and commentary, on social media by members of the club. For the purposes of this policy, social media means any facility for online publication and commentary, e.g. Facebook, LinkedIn, Twitter, Flickr, and YouTube. All uses of social media must follow the same standards of conduct that Blackheath and Bromley members must otherwise follow (see codes of conduct for general guidance).

For social media: this policy sets out how videos, images, commentary and other material may be used by the club's social media team across our various platforms. For the purposes of this policy, social media means any facility for online publication and commentary, e.g. Facebook, Instagram, Twitter, TikTok, and YouTube

Members of the club and of the Street to Stadium Academy

1. Setting up Social Media Channels

Social media identities, logon ID's and user names may not use the club's name without prior approval from the Chair of Communications, Chair of Development or Press Officer.

We have 1 official social media channel per platform; any one setting up unofficial channels to broadcast messages to the community will be in breach of the club's social media policy.

2. Protection of privacy and confidential information

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to that which may appear on the Blackheath & Bromley website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the general public to see. Do not publish confidential information or conduct gossip.

3. Transparency and copyright.

Do not blog anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are, and, where appropriate, identify that you are a

member of Blackheath & Bromley. It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others; including the club's own copyright, trademarks and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is recognised good practice to link to others' work rather than reproduce it.

4. Respect and protect your audience, the club, and fellow athletes and officials

The public in general, and the club's members and competitors, reflect a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with the club's ethos. Treat you audience and potential readers with respect. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic or racial slurs, offensive or defamatory comments, personal insults, obscenity, but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory. Competitors, officers or officials should not be cited or obviously referenced without their prior approval.

5. Cyber Bullying

Remember that you have the right to block anyone who bullies you and report them to the social network so they can take down anything offensive. In addition any bullying involving club members should be reported to the Press Officer (or the club's Child Protection Officer if the victim is under 18).

6. Mistakes and consequences.

If you make an error, be honest about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly, inform the Chair of Communications or Press Officer or Chair of Development - better to remove it immediately in order to lessen the possibility of legal action. Use your judgment when publishing information.

7. Disclaimers

Many social media users include a prominent disclaimer saying what club they are with, but that they're not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble - it may not have much legal effect.

8. Social Media tips

The following tips are not mandatory, but will contribute to successful use of social media.

The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.

Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is whether your blog looks decent, and take their advice on how to improve it. Review before you publish, seek advice first if necessary.

9. Commentary and publication

Club members, whether or not athletes, team managers, officials, coaches, or officers of the club are not allowed to publish or comment via social media in any way that suggests they are doing so on

behalf of, or in connection with, the club. Comments may be published by the press officer and media team when acting within in their role(s), in accordance with the social media policy and through the appropriate channels.

10. Enforcement

Willful violation of this Policy by members will be subject to disciplinary action in accordance with the Club Rules up to and including expulsion from the Club.

Club Social Media Channels

11. In competition

When representing the club and at competition the social media team may take pictures and videos at the event to publish on social media. For the purpose of this policy “competition” may cover travel to/from the event. Any material published by the social media team is only published with the intent of celebrating the athlete and/or club.

12. Out of competition

The social media team may use images, videos, commentary and other materials for advertisement of club events as well as material submitted to the club by others to celebrate the achievements of athletes at non club events and/or events where the social media team themselves are not present. For the purpose of this policy “others” may include parents/guardians, coaches, team managers and athletes

13. Blackheath and Bromley Harriers Street to Stadium Academy

The social media team may take pictures and videos of members of the Academy in training sessions as well as in others areas mentioned on this policy. These images may be shared on our social media channels as well as with British Athletics – and other funders of the Academy.

14. Social media team

The social media team will only publish content through the clubs official channels. Members should be aware that some of our channels are public (e.g. Instagram, TikTok and Twitter) so information from these platforms can be shared by others. However, information found in private groups (such as Facebook) should not be shared publicly without request to and permission from the Chair of Communications.

15. Opting out

Individuals (or parents/guardians on behalf of those U18) should make any requests to opt out the use of their image and commentary on social media to the social media manager via email:

bandbsocials@gmail.com

16. Removal of material from social media

Any requests for the removal of already published information should be made as soon as possible to bandbsocials@gmail.com

Any questions should be directed to Alice Platt (Chair of Communications)

Any safeguarding concerns can be directed to Claire Austridge (Safeguarding Officer)