



Blackheath & Bromley Harriers Social Media Policy

This policy governs the publication of messages and other material, and commentary, on social media by members of Blackheath & Bromley Harriers AC ("the club"). For the purposes of this policy, social media means any facility for online publication and commentary, including, and without limitation, blogs, wiki's, and social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

Other than by way of incidental mention of membership in personal social media on topics unrelated to the club. 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. The club Press Officer is free to publish or comment via social media subject always to observance of this policy. The Press Officer is subject to this policy to the extent that he or she identifies themselves as a club member or purports to be acting on behalf of the club.

Before engaging in Club related social media activities, members must obtain the permission of the Chair of Communications, the Press Officer or Chair of Development

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary (i.e. printed press and broadcast media).

All uses of social media must follow the same standards of conduct that Blackheath and Bromley members must otherwise follow.

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, Head of Active Athletics or Press Officer. It is preferable to have 1 official social media channel per type (i.e. 1 Facebook Page, 1 Twitter account), these will be the recognised through which the club and its members broadcasts messages to the community, any additional (unofficial) channels will not have the express permission of the Executive Committee and the broadcast of club messages via these unofficial channels will be deemed to be against the terms of the social media policy.

2. Confidential information

It's perfectly acceptable to talk about Club exploits and have a dialogue with the community, but it's not okay to publish confidential information or gossip.

3. Protect your own privacy

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.

4. Protect the privacy of others

Club members should not publish personal or confidential details about others on social media.

5. Transparency

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. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. Also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

6. Respect copyright laws

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.

7. Respect your audience, Blackheath & Bromley, 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. 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 - such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of the club.

8. Protect club athletes, officers and competitors

Competitors, officers or officials should not be cited or obviously referenced without their approval. Never identify a competitor, officer or official by name without permission and never discuss confidential details of Club business. It is acceptable to discuss general details about race meetings.

9. Cyber Bullying

What is Cyber bullying - (also called 'online bullying') is when a person or a group of people uses the internet, email, online games or any other kind of digital technology to threaten, tease, upset or humiliate someone else.

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). Cyber bullying can occur via text messages, using Facebook, chat rooms, Twitter and other media types (pictures, video, audio recordings) whatever type is used if the end result is harassment or use of threatening behaviour then that could be against the law and can result in criminal prosecution. Be aware of this behaviour, if it is happening to you or another club member report it straight away.

10. Controversial issues

If you see misrepresentations made about the club in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments, online disagreements may earn traffic, but nobody wins

in the end. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure that what you are saying is factually correct.

11. Be the first to respond to your own mistakes

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.

12. Think about the consequences

For example, consider what might happen if a club member is at a meeting and someone pulls out a print-out of your blog and says "This person at Blackheath & Bromley says that athlete X is rubbish."

Saying "Athlete X needs to work on their start" is fine; saying "Athlete X is rubbish" is inappropriate, reflects badly upon you and may expose you to disciplinary action from governing bodies as well as the Club

Once again, it's all about judgment: using your blog to trash or embarrass the club, our competitors, or your fellow members, is dangerous, ill-advised and unacceptable.

13. 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.

14. 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.

The speed of being able to publish your thoughts is both a great feature and a

great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, review it again before publishing it, or ask someone else to look at it first.

15. 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.

[If you have any questions please refer to Paul Byfield, Chair of Development].