

# SAMPLE SOCIAL MEDIA POLICY

## SOCIAL MEDIA POLICY DATED

## SOCIAL MEDIA OVERVIEW

The purpose of this policy is to encourage and enable \_\_\_\_\_ members and volunteers and club partners to use social media appropriately to enhance the work of the club. It sets out best practice when posting on social media channels whether in a club officer role or personal capacity. All Social Media channels are operated on a club basis and managed by the officer in charge of Digital Communications.

Each social media network and each relationship is unique and the social media environment changes daily. This policy is intended to open the door to social media. It provides guidelines to empower officers and members of the club and partners to use social media more effectively, while protecting both the members and the club.

This policy is applicable to all members and club volunteers and officials and should be read in conjunction with other related club policies. By signing up as a member of the club this policy applies to all.

Social media is a great resource that enables the club to expand our communications network and to engage more effectively with the public and the members. Our Social Media goal is to inform, support, engage, enable and listen to the community, club members and all those who engage with the club.

## SOCIAL MEDIA PRESENTS SEVERAL SIGNIFICANT OPPORTUNITIES, ALLOWING US TO:

- Engage directly
- Bring a human and emotional element to communication
- Promote openness and trust
- Promote the club as a great place to have fun and play TT in the local community
- Inform members and the wider community
- Listen and observe
- Produce “just like me” content (posts which require ‘likes’ with no comments)
- Challenge misinformation & fake news

## YOUR ROLE

- Be responsible for personal actions.
- Be a “scout” for compliments and criticism.
- Be conscious when mixing your business and personal lives.
- Communicate online as if you are face to face
- Remember the world can see whatever you post

## SOCIAL MEDIA ETIQUETTE & TONE OF VOICE

1. Be respectful to others' views and opinions.
2. Try to add value to what others are doing and saying with your knowledge.
3. Always act professionally and responsibly.
4. Be quick to correct your own mistakes and admit when you are wrong.
5. Do not use ethnic, religious or discriminatory comments, remarks or slurs, insults or obscenities.
6. Do not engage in conduct that would be viewed as unacceptable online or offline.
7. Be considerate of others' privacy and topics that could be considered personal, such as religion or politics.
8. Do not engage with trolls whose aim is to engage you with negative conversation.
9. Share information that you know to be true, be careful of fake news and sharing misinformation.
10. Do not share information about other volunteers and officers without prior consent, any personal concerns, relating to social media, should be reported to the Chair /secretary of the club.
11. Do not post personal data belonging to you or others.
12. Try to acknowledge a positive reply to a post, even if it's a 'like'.  
Users like to know they are being listened to.

## WHEN USING SOCIAL MEDIA

1. Remember to apply common sense.
2. Check the accuracy and sensitivity of what you are posting before pressing submit. If in doubt, do not post it.
3. Remember once something is posted online it is very difficult to remove it (screen grabs, reposting).
4. Remarks made which relate to the club about individuals, organisations or groups, which are of an offensive, derogatory or threatening nature on social media, may result in disciplinary, legal or criminal action being taken.
5. Confidential or propriety information relating to your work must not be published online, either on public or private messaging apps. Sharing of such information may result in disciplinary action being taken by the club or TTI.

## DEALING ONLINE WITH CUSTOMER/ COMMUNITY COMPLAINTS AND 'TROLLS'

Trolls deliberately provoke other users online usually by saying inflammatory and offensive things. It is important to identify the difference between a Troll post and a genuine complaint. All Social media channels in use will have a usage policy near the bio or head of the main page. This will clearly state the acceptable online behaviour of the channel. Do not delete their posts (unless they breach the usage policy). Do not be baited into responding. Correct misinformation and respond with facts. Offer to take conversation offline via email or phone. Block, mute, ban or report directly to the channel providers. The purpose of social media is to build a supportive and friendly community.

## SOCIAL MEDIA USE

It is important to remember that the role of the club in the social media community is to promote and inform the public about our services and make it easier to access those services. So, the simple rule to remember is that the principles covering the use of social and other digital media by the club, officers and members, in both a volunteer and personal capacity, are the same as those that apply for any other activity.

All members and partners of the club shall read and understand the company's Social Media Policy. Training and information on the policy will be provided as part of induction and general volunteer and member awareness activities.

## PROPRIETARY OR CONFIDENTIAL INFORMATION

Proprietary information shall not be exchanged, discussed, or referred to on social media sites even in private messages between site members who have authorised access to the information.

Examples of such information include:

1. Personal data as defined under the Data Protection Acts.
2. Financial information (e.g., salaries, fees paid, contract details).
3. Discussion on any aspect of club business or activity particularly issues subject to administrative, legal, financial, or regulatory processes.
4. Sensitive commercial information submitted as part of tender processes.
5. Intellectual property such as drawings, designs, maps of infrastructure.
6. Information about residents or identifiable groups.
7. Information about employees (e.g., sick leave, performance etc).

**This list is not exhaustive.**

All Social Media accounts will be monitored for usage compliance. All members, officers, third parties and other persons that use the company's digital resources, during and outside of club hours, have a responsibility to report suspected misuse of social media on behalf of the company. Any suspected misuse will be reported to the Chair /secretary.

Any breach of this policy can result in disciplinary action, up to and including termination of employment in the case of more serious breaches in line with the Company's Disciplinary Policy.

## PERSONAL SOCIAL MEDIA USE

Members shall read and comply with the clubs Digital and Media Policy (if any). Members and officers should note that policy on excessive use applies to the use of social media. Members must use a personal email address when setting up personal social media accounts and should not associate club email addresses with any personal social media accounts. Social network users who identify themselves online as members of the club shall ensure that any personal social media accounts or other personal posts contain disclaimers that make it clear that the opinions expressed are solely those of the author and do not represent the views of the club. An example being,



Opinions expressed are solely my own and do not express the views or opinions of my employer.

1. If you refer to being a member of the club in your social media biography, you should be mindful that you are publicly connecting yourself to the club.
2. Having an opinion on topics in the public domain relating to the club is acceptable but be mindful that any opinions or comments should be based on fact.
3. Be mindful that the media use social media as a research tool and monitor social media. If you are not an official spokesperson for the club, then you should refrain from expressing your professional or personal views in the public domain.
4. If members of the public contact you for an answer to a club related query, you should direct them to the Chair/secretary.
5. Avoid getting into heated discussions on social media about club related issues you are directly involved in.
6. Please remember you are legally liable for anything you publish on your own social networks.
7. Do not share copyrighted material on social media.

## PROFESSIONAL SOCIAL MEDIA USE & ACCOUNT MANAGEMENT

1. Social Media is a resource for information, you should fact check any information that you are sharing. Fake news is a constant danger on social media.
2. Ensure the person you are engaging with is a real person with a history of posting and profile photo.
3. Do not post material that is inaccurate, unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, hateful, biased or embarrassing to any other person or entity.
4. Customers may use social media to express dissatisfaction with the services provided by the club. If you are responding to a customer who is upset, remain professional and courteous and avoid engaging in a public disagreement. Try to be as helpful and understanding as possible and be mindful that people have valid complaints or questions.
5. Always read the biography or 'about' section of a person you engage with on social media.
6. Review their last five status updates or Threads to get a sense of their opinions and views.

7. Not all comments require a response. If you experience trolling or have detractors talking badly against the club for no good reason, simply ignore them, mute, block or ban.
8. If this behaviour escalates or becomes offensive or aggressive, simply screenshot the posts as evidence, block the person on the social network and report them to the social network and to the Chair/Secretary.
9. If another member is subjecting you to cyber bullying, report the matter to the Chair/Secretary along with screenshots of the offensive posts/comments.
10. Know that the Internet is permanent. Screen grabs can be taken of posts before they are removed.
11. Publishers cannot claim authorship of something that they did not originate. When using another person's content, make certain that they are credited for it in posts and that they approve of the use of their content.
12. Account managers should be "real people" and not fake accounts such as "joe doe" as this goes against platform policies and can render the account blocked.
13. All club social media accounts should be platform verified with the blue tick badge. Official profile recognition

Be conscious when mixing your club and personal lives especially if you mention you are a member of a club on your personal social accounts. All club social media accounts, associated content and contacts remain the sole property of the club and remain so even after termination of membership or an officer role within the club.

If you can respond to a message with true and factual information, do so, if you are unsure, please use the following response, Please contact our \_\_\_\_\_ and they will reply directly to you, Kind Regards.

## GDPR, FREEDOM OF INFORMATION AND USING PHOTOS FOR SOCIAL MEDIA

In the case of using photography/videos on club social media channels, please follow these rules.

1. When having an event, please clearly sign post the event stating that photos/videos are being taken and could be used for promotional purposes. (See Appendices)
2. For large events in public areas where significant numbers of people are attending long shots of the event and large groups that capture the overall atmosphere can be used.
3. Taking photos of individuals or small groups, consent must be obtained from the individuals in the photo/video being taken.
4. If a member of the public requests for an image/video to be taken off one of social media channels, please remove as soon as possible.
5. Photographs of any child under 18 must have written consent from the parent or guardian.

Photos, Videos and Social Media content created by club members during their duties are the property and records of the club. Records created, maintained and stored by the club could be subject to a range of legislation including Freedom of Information (FOI) and Data Protection. Records management of social media content shall comply with the National Records Retention Policy (2001) and any other relevant records retention policies.

## CONTENT GUIDELINES

All club social media content shall meet the acceptable standard for company communication and conduct. The following are examples of Unacceptable Content.

1. Inappropriate language or content.
2. Content that promotes, fosters, or perpetuates discrimination based on gender, civil status, family status, sexual orientation, disability, age, race, religious belief or membership of the Traveller Community.
3. Sexual content or links to sexual content.
4. Illegal activity or encouragement of same.
5. Information that may tend to compromise the safety or security of the public or public systems.
6. Content that violates a legal ownership interest of any other party.
7. Content that violates the Company's Policy and Procedure for the Protection and Safeguarding of Children.
8. Content that expresses political bias.
9. Content in breach of the principles of the Clubs and TTIs codes of conduct

**This list is not exhaustive.**

## OWNERSHIP AND MANAGEMENT OF SOCIAL MEDIA ACCOUNTS

Social media activity is part of the clubs Communications Strategy. The Clubs officers are responsible for the ownership and management of the Clubs social media accounts. The club is also responsible for the maintenance and review of this policy. Please contact \_\_\_\_\_ for further information.

Only those officers officially designated as Account Users (e.g. communications officer) shall use social media sites to speak on behalf of the club. Every social media account directly associated with the club requires a permission to operate from the club committee.

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### THIS POLICY WILL BE REVIEWED IN 12 MONTHS.

Approved by the club committee at the meeting held on the \_\_\_\_\_ and will be reviewed on an annual basis.

Signed

Print name

Date