



SOCIAL MEDIA POLICY

Introduction

All members of Perth Tri Club are able to access the Perth Tri Club's social networking sites, which include Perth Tri Club Facebook Page (a public page), also Perth Tri Club Members Only Facebook Group (a private group).

This social media policy describes the rules governing the use of the social media sites for Perth Tri Club. It sets out how members must behave when using the clubs' social media accounts. It also explains the rules about using the accounts and how members must conduct themselves on the clubs' social media accounts.

Why this policy exists

Social media can bring significant benefits to the club and its members, in particular building relationships with current and potential members.

However, it's important that members who use the club social media sites do so in a way that enhances the clubs' prospects and its members.

A misjudged status update can generate complaints about an individual or the club and damage the clubs' reputation. It can also cause offence or upset (whether intended or not) to a reader. There are also security and data protection issues to consider.

This policy explains how members can all use social media safely and effectively.

Policy Scope

This policy applies to all committee members, coaches and members.

RESPONSIBILITIES

The following people have key responsibilities:

- The **Social Media Officer (Committee Member)** is ultimately responsible for ensuring that the clubs' social media accounts are used safely, appropriately and in the line with the clubs' objectives.
- The **Welfare Officer (Committee Member)** is responsible for ensuring that requests for assistance and support made via social media are acted upon appropriately and will assist the Social Media Officer with ensuring that the accounts are used safely and appropriately.
- The **Membership Officer (Committee Member)** is responsible for responding to requests for membership information made via social media.

GENERAL SOCIAL MEDIA GUIDELINES

The Power of Social Media

The committee recognises that social media offers a platform for the club to encourage new members, market club run events, advertise club sessions and stay connected with members. Social media is an excellent way for members to make useful connections, share ideas and shape the future of the club.

Basic Advice

- Know your audience – Please be mindful that anyone can see the Perth Tri Club Facebook Page. Please be aware of the number of people who use the Perth Tri Club Members Only Facebook Group. Please be aware that club social media is not your own personal account and therefore what you post on your own feed may not be relevant or suitable for club social media site.
- If you're unsure, don't post it – Members should err on the side of caution when posting to social media sites. If a member feels an update or message might cause complaints or offence, or be otherwise unsuitable they should not post it. Please be aware of the value of our social media accounts. Important information will be passed to members using this platform.
- Be thoughtful and polite – We do not wish for members to get into trouble simply by failing to observe some basic good manners online. Members should adopt the same level of courtesy used when communicating in person.
- Don't escalate things – It's easy to post a quick response to contentious status update and then regret it. Members should always take the time to think before responding and hold back if they are in any doubt at all.

USE OF THE CLUBS SOCIAL MEDIA ACCOUNTS

This part of the social media policy covers all use of social media accounts used by the club and its members.

Perth Tri Clubs' social media accounts may be used for many different purposes, for instance:

- Respond to potential or new members enquiries and requests for information

- Respond to members enquiries and requests for help
- Share posts, articles and other content in relation to sport but created by others.
- Provide members and non-members an insight into what goes on with the club.
- Promote the club and achievements of the club and/or its members.

Inappropriate Content and Uses

The clubs' social media accounts must not be used to share or spread inappropriate content, or take part in any activities that could bring the club into disrepute or offend its members or potential members.

Members must not:

- Create or transmit material that might be defamatory or incur liability for the club.
- Post message, status updates or links to material or content that is inappropriate.

Inappropriate content includes: pornography, racial or religious slurs, gender specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling or illegal drugs.

This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, appearance, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.

- Use social media for any illegal or criminal activities
- Send offensive or harassing material to other members via social media.
- Send or post messages or material that could damage Perth Tri Club's image or reputation, or cause alarm or distress to any of its members.

Security and Data Protection

Members should be aware of the security and data protection issues that can arise from using social networks.

Maintain Confidentiality

Members must not:

- Share or link to any content or information owned by the club or members that could be considered confidential or sensitive.
- Members should never reveal sensitive details through the clubs social media networks

POLICY ENFORCEMENT

Monitoring social media use

The club committee reserves the right to monitor how club owned social networks are used by its members.

Potential sanctions

Knowingly breaching this social media policy is a serious matter. Members who do so will be subject to the following sanctions:

- A member could be blocked from the club's social media network(s) for a set period of time determined by the committee
- A member could be removed from any of the club's social media network(s) permanently
- A member could have their membership to the club terminated