



Founded 1957



Affiliated Club

Social Media Acceptable Use Policy

1. BACKGROUND

1.1 Lincoln Canoe Club recognises that the use of networking sites is a growing phenomenon and that such sites are increasingly used as a communication tool of choice.

1.2 Through the development of our Social Media Strategy, we will seek to utilise social media positively, although it is recognised that there may be potential negative consequences if not used properly by members.

1.3 This policy has been prepared to protect the privacy, confidentiality and interests of Lincoln Canoe Club. This policy only applies to club related issues and is not meant to infringe upon an individual's personal interaction or commentary online. However, all members are asked to respect the privacy, confidentiality and propriety of Lincoln Canoe Club and those working on their behalf, and not post anything that might be considered to breach this. Members should take care when discussing information relating to Lincoln Canoe Club affairs as discussions can sometimes be misinterpreted and could potentially put other members or the public at large at risk.

2. TECHNOLOGIES

2.1 This policy includes (but is not limited to) the undernoted technologies:

- Personal blogs
- Twitter
- Facebook
- Instagram
- You Tube
- Snapchat
- Pinterest
- Personal Web Sites

Reviewed by Committee, 02nd February 2018

Next Review Date March 2019

3. ACCEPTABLE USE

3.1 The following rules must be adhered to by all club members:

3.2. Safety

- i) You will use the internet responsibly.
- ii) You will abide by the terms of use of the social media technologies, including age restrictions.
- iii) You will not post any photographs, videos or make comments that may be hurtful, untrue and upsetting or may be used by other people in a way you did not intend or want.
- iv) You will not post content that is hateful, threatening, or pornographic; incites violence; or contains nudity or graphic or gratuitous violence.
- v) You will not post any information that contains alcohol-related or other mature content (including advertisements).

3.3. Protecting Other People's Rights

- i) We respect other people's rights, and expect you to do the same.
- ii) You will not write any derogatory or offensive comments in relation to Lincoln Canoe Club or any other sports club.
- iii) You will not post comments criticising or verbally abusing paddlers, coaches, officials or Club Members within Lincoln or any other club.
- iv) You must not post photographs on Social Media that are in breach of the Club's Photography Policy.
- v) You will not post photos or graphical images which abuse or criticise the club, paddlers, coaches, officials or Club Members within Lincoln or any other club
- vi) You will not post content or take any action on social media that infringes or violates someone else's rights or otherwise violates the law.

3.4. Consequences of Actions

- i) Any individual found to be in breach of this Policy may face disciplinary action in accordance with the Club's Disciplinary, Grievance and Complaints Procedures.

4. MANAGEMENT ARRANGEMENTS

4.1 To ensure that the club's social media outlets are used in good spirit and to the benefit of the Club, the club will appoint volunteers to the following roles:

- Administrator for both the Club Facebook page and Twitter account – for public posts
- Administrators to the Facebook group – for club members and their parents/guardians only

4.2 The administrators will be able to post photos and announcements on behalf of the club on social media. However, this does not replace the Lincoln Canoe Club website, which will remain the main information source online for the club.

4.3 The administrators will bring to the attention of the Welfare officers or Committee any posts found to be in breach of this policy.

This policy will be reviewed annually to ensure it is fit for purpose.

Reviewed by Committee, 02nd February 2018

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Social Media Policy Revision history

Rev	Date	By	Details of change
0	31/03/15	TJ	Initial Issue
1	31/03/17	TJ	New Logo added. Removed My Space and Bebo from 2.1. New para 3.3(v) inserted and rest of 3.3 renumbered.
2	Feb 2018	RS	Changes to 4.1

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