



Southsea Motor Club

Social Media Policy

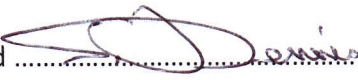


motor
sport
UK

**Recognised
Club**

Policy prepared by Roger Davidson - November 2023

Agreed and Approved by the Committee

Signed  Name SHANE DENNIS Date 21/11/23

Next review: October 2026

1. Introduction

Southsea Motor Club recognises the importance of social media channels to communicate and engage with club members and the wider public. These channels supplement the Club's website <http://www.southseamotorclub.co.uk/>

The Club wants to ensure an open, positive, and friendly environment for existing members and potential newcomers to connect. Motorsport encompasses a broad range of activities with competitors, including children and vulnerable adults, ranging in age from 12 to 90+. Everyone is entitled to be involved in our sport without being victimised, harassed, or caused distress in any way. The aim of this document is to offer guidance as to what is and isn't acceptable for Southsea Motor Club members to post online and prevent negative behaviour or bullying.

The club also recognises that members will often have and use their own social media accounts.

Therefore, this policy will be split into two parts:

- The Club's approach and expectations for those using social media accounts on behalf of the club to communicate and engage with members and the wider public.
- Appropriate personal use of social media and messaging applications.

1.1 What do we mean by social media?

Social media refers to any online platform, application, or service, that enables interaction among groups of people, in which they create, share, exchange information or ideas. These groups may include people who are known to each other or may be strangers. Interactions may include images and video content.

The Club's primary social media presence are our Facebook accounts:

Southsea Motor Club Group (<https://www.facebook.com/groups/5035250463166998>) and

Southsea Motor Club (<https://facebook.com/southseamotorclub>)

There is also an infrequently used X (previously Twitter) account @southsea_mc

In the future the Club's Social Media profile may expand to embrace platforms such as, Instagram, WhatsApp, YouTube, TikTok or other platforms that may emerge.

1.2 What do we mean by messaging apps?

Messaging apps include, but are not limited to, SMS/MMS, Facebook Messenger and WhatsApp.

2. Policy statement

2.1 Southsea Motor Club is committed to providing a professional, and effective communications function, promoting the club's image and protecting its reputation.

2.2 The purpose of this policy is to ensure the Club's presence on social media, whether through official or unofficial channels, remains professional and respectable.

2.3 This policy covers all Southsea Motor Club members and those acting in an official capacity on club events.

3. Responsibilities

3.1 All members of Southsea Motor Club:

- Must ensure appropriate use of social media which includes the club's social media channels or their own social media accounts or messaging apps.
- Must ensure that they are familiar with and adhere to this Southsea Motor Club policy.
- Report any inappropriate or unprofessional use of social media to the Club Secretary, Chairman, or Safeguarding Officer.
- Must ensure they adhere to the club's policy and procedure when processing personal data. This is covered in the Southsea Motor Club Data Protection policy.

3.2 Committee members

- Must ensure that all members are aware of the Southsea Motor Club Social Media Policy.
- Must notify the appropriate officers if social media is being used inappropriately. This includes the Club Secretary, Chairman, and the Safeguarding Officer.

3.3 Designated committee members

- Manage the social media channels. This includes the selection and deselection of members with administration rights.
- Support, advise and provide guidance in relation to the use of social media.
- The Chairman, Club Secretary and Safeguarding Officer have primary responsibility for all social media throughout the club.

4. Using Southsea Motor Club social media accounts

4.1 Any member who wishes to set up a new social media account or new group on behalf of the club must seek and secure approval from the committee.

4.2 If a member has reason to believe information posted or shared on any Southsea Motor Club social media is damaging or harmful, or the account has been compromised, they should advise the relevant committee members urgently. It is vital that Southsea Motor Club logs the information and manages public content. Any account security breach must be notified to the relevant committee members as soon as possible.

4.3 Southsea Motor Club's general approach to social media content is that it will be frequent, timely, and concise.

4.4 All members must adhere to relevant Data Protection regulations and legislation when using Southsea Motor Club social media channels as it involves processing personal data.

4.5 Southsea Motor Club members taking photographs or video of the public to be used on club social media should attempt to obtain consent. If anyone is under the age of 18 then consent should be obtained as a matter of good practice and make it clear that the image may be used on social media and in other club publicity. This consent will generally be achieved through notification in event regulations and publicity.

4.6 Where necessary at events, signage should be clear and visible, and should indicate the expected use of the images.

4.7 Members are expected to delete images of the public from their phone or camera when no longer required.

4.8 The committee will assume consent has been received for photographs and video used on the club's social media channels.

5. Using personal social media accounts

5.1 Southsea Motor Club accepts individuals may explicitly identify themselves as a member of the club on personal social media feeds, or through comments may identify themselves as a club member.

5.2 Southsea Motor Club expects club members to use their own personal social media accounts and messaging apps appropriately and lawfully, regardless of whether they have clearly identified themselves as being part of the club.

5.3 Social media and messaging apps can be used for criminal purposes, often associated with hate crime, bullying, harassment, stalking and grooming. Information on any club member using personal social media accounts or messaging apps to commit a criminal offence will be passed to the police for further investigation.

5.4 Any member using personal social media accounts or messaging apps in this manner will be seen as failing to comply with this policy and could be subject to sanction by the club.

5.5 Club members may express an opinion or view of the club on personal social media accounts or messaging apps. Southsea Motor Club expects members to be reasonable and appropriate when doing so.

5.6 The club expects all members to adhere to the following guidance in relation to personal social media use:

- Do not post or forward a link to abusive, discriminatory, harassing, derogatory, defamatory, or inappropriate content, including incidents they may have been involved in that may be subject to a criminal investigation.
- Never disclose private or confidential information.
- You are personally responsible for the content that you publish – be aware that it will be public for many years.
- Avoid social media communications that might be misconstrued in a way that could damage the club's reputation, even indirectly.
- Do not post anything that other members or the wider community would find offensive, insulting, obscene and/or discriminatory.
- Don't write something that you wouldn't be prepared to say to someone.
- When posting on a social media website, assume that anybody can access that post.
- Remember that participating in social media results in your comments being permanently available and open to being re-published by other media outlets. It should be assumed that anything published in social media will remain available indefinitely, even if it is deleted from the original site.

6. Audit and monitoring

The policy will be reviewed by the Management Committee of Southsea Motor Club on a three-yearly basis unless legislative or requirements change.

7. Associated documents

Motorsport UK Social Media Policy is available from their Resource Centre.

<https://www.motorsportuk.org/resource-centre/>