

Document Title	Burton Bridge Archers Social Media Policy	
Published	November 2017 (v1.0)	
Date Approved	November 2017	
Author	Alan Brunyee (Club Secretary)	
Date of Next Review	November 2019	



SOCIAL MEDIA POLICY
BURTON BRIDGE ARCHERS

Social media and networking websites have become a regular part of everyday life, and many people enjoy membership of sites such as Facebook or Twitter. It is however possible for these sites to become a negative forum, and care must be taken not to breach confidentiality or offend others when using these services.

What is Social Media?

Social media sites are web-based and mobile technologies that turn communication into active dialogue. There are many different types of social media channels, which attract specific audiences for different purposes.

These include:

- Forums and comment spaces on information-based websites, for example BBC Have Your Say
- Social networking websites such as Facebook
- Video and photo sharing websites such as Flickr and YouTube
- Weblogs, including corporate and personal blogs
- Micro-blogging sites such as Twitter
- Forums and discussion boards such as Yahoo! Groups or Google Groups
- Online wikis that allow collaborative information sharing such as Wikipedia
- Any other websites that allow individual users or companies to use simple publishing tools

General Information

The following policy has been designed to give Burton Bridge Archers members clear guidelines as to what the club expects of them when accessing these sites. The absence of, or lack of, explicit reference to a specific website or service does not limit the extent of the application of this policy. Where no policy or guidelines exist, members should use their personal judgment and take the most sensible action possible.

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Guidance for Personal Use

If you have your own personal profile on a social media website, you should make sure that others cannot access any content, media or information that you are not happy for them to have access to. You should also ensure that you do not publish information that could undermine your position as a professional, trusted and responsible person. As a basic rule, if you are not happy for others you work, train or associate with to see something, simply do not post it in a public forum.

When using social media sites, members should consider the following:

- Changing the privacy settings on your profile so that only people you have accepted as friends can see your content.
- Reviewing who is on your 'friends list' on your personal profile.
- Ensuring personal blogs have clear disclaimers that the views expressed by the author are solely theirs.

As a club member, when using social media sites, you must:

- Ensure you are always fair and neither discourteous nor impolite towards Burton Bridge Archers, other members of the club or other clubs, parents and families, and equality groups (anyone with protected characteristics).
- Ensure information published on the Internet complies with Archery GB policies covering confidentiality as found on the Archery GB website (www.archerygb.org).

Breach of confidentiality or flagrant disregard for this policy may result in disciplinary action and possible termination of membership, or any other sanctions as determined by the constitution and disciplinary policies of the club.

This policy is also to be viewed in conjunction with the current guidelines set out by Archery GB. as found on its website at www.archerygb.org.

Photos and Safeguarding

Anyone publishing social media on behalf of the club must not publish images of children unless agreement has been obtained from the child's parent/guardian, or where implicit agreement is in place (e.g. via a clause on the entry form for an event, or the child being a club member). Similarly, images of vulnerable adults must not be published without agreement.

It is implicitly assumed that permission is in place for photos of all club members (including juniors) to be shared to the club's social media accounts. Guardians of junior members have the opportunity to opt out of having their child's photos shared online by writing to the club secretary.

Duration and Review

This policy will remain in force for a period of two years from the date of publication. Prior to the end of the two-year period, or earlier if required by any enactment of law, this policy will be reviewed by the club committee.