

Chester Road Runners

Social Media Policy

Introduction

This Policy is intended to provide guidance to all members of Chester Road Runners who will be involved in using social media to communicate matters associated with Chester Road Runners. Social media in this context shall include emails, Twitter, Facebook and press communications.

General advice

The use of Social Media is primarily to positively promote the club, its activities and the achievements of its members. At the highest level all communication should be considered against the club ¹Aims and Objectives:

The aims and objectives of Chester Road Runners are:

- ***To offer coaching and competitive opportunities in Road Running/Athletics***
- ***To ensure a duty of care to all members of the club.***
- ***To provide all its services in a way that is fair to everyone.***
- ***To continue to work closely with Friends of Westminster/Active Cheshire/CWaC and other partners in order to promote road running within Chester and surrounds.***

However, we need some more detailed criteria for which social media output can be assessed.

In preparing any communications the following criteria should be considered:

Any communications that club members make through Chester Road Runners social media accounts must not:²

- bring the club into disrepute, for example, by:
 - making defamatory comments about individuals or other organisations or groups;
 - posting images that are inappropriate or links to inappropriate content;
 - being seen to support (for example by 'liking' on Facebook or retweeting on Twitter) a comment which is inappropriate.
- or post that would fall into any of the above categories (note: a comment may be retweeted purely to make people aware of it but this may be misconstrued as showing support for the statement retweeted).
- breach confidentiality, for example by:
 - giving away confidential information about an individual (such as a fellow volunteer or athlete) or organisation
 - revealing information held by the club where there would be reasonable expectation of confidentiality;
- breach copyright, for example by:

¹ Paragraph 3 of Chester Road Runners Club Constitution

² Based upon EA Guidance on Social Media July 2016

- using someone else’s images or written content without permission; or failing to give acknowledgement where permission has been given to reproduce something;
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
 - making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
 - using social media to bully another individual; or
 - posting images that are discriminatory or offensive.

No comment should ever be made about an individual or subject that:

- exposes someone to hatred, ridicule or contempt
- causes them to be shunned or avoided
- lowers them in the estimation of ‘right thinking’ members of society
- disparages them in their office, profession or trade.

However, looking to the positive, we should seek to provide social media which promotes Chester Road Runners, the benefits and fun of running and in particular the benefits of running as part of a group.

Such positive message may include:

- Club events
- Individuals athletic achievements
- Nearby running events
- The wider benefits of running

Website

The club website (<http://chesterroadrunners.org.uk>) is a key element in promoting the club. It should be kept updated and relevant to the club at all times

The Website Designer is responsible for overall site design, themes templates etc.

| Page | Responsible for updating |
|---------------------------|--------------------------|
| Home Page | Chairperson |
| Our History | Chairperson |
| Our aim | Chairperson |
| The committee and minutes | Membership Secretary |
| Club Membership | Membership Secretary |
| Training | Head Run Leader |
| Run Leaders | Head Run Leader |

| | |
|----------------------------|----------------------|
| Beginners Running | Head Run Leader |
| Club Rules/ Policies | Chairperson |
| Club Kit | Chairperson |
| Become a member | Membership Secretary |
| Social Events | Chairperson |
| CRR Club News (Newsletter) | Amanda Newall |
| Contact | Membership Secretary |
| CRR Information page | Website Manager |
| Privacy Policy | Chairperson |

Any committee member can suggest website content amendments. The person requesting the amendment should provide text and images to the person responsible for the relevant page as detailed above.

Facebook

Chester Road Runners uses Facebook as a key means of communicating with members as well as others.

The [community page](#) is primarily to promote the club to non-members. Content should be updated regularly, at least monthly, with general activities and welcoming comments.

The [closed group page](#) is provided for members to post comments and general communication related to running. We rely on members to use their judgment as to items to be posted. If a member is in view of the committee in breach of this on a regular and persistent basis, then the member should be approached by a committee member and reminded of the etiquette. In the unlikely case there still remains a problem then they should be excluded from the group.

The [Information page](#) is for official announcements from the committee and posting of club night runs and any other runs organized by run leaders which are open to CRR members.

Other Facebook group pages are and will be set up for particular events. Any concerns regarding content or suitability should be referred to a committee member.

Twitter

Chester Road Runners twitter account is [@Chester_Run](#) it has over 1400³ followers and follows over 1600 accounts and is an important means of communicating the activities of the club and the benefits of running in general.

The twitter administrator shall be responsible for the twitter account. The duties shall include:

- Following appropriate twitter accounts in order to increase the number of followers.
- Make regular posts (target at least four per week) which relate to Chester Road Runners activities, retweets of running related content particularly local to Chester.

Due to the very nature of twitter postings it is not practicable for a two-person approval process.

Use of Photographs

In many cases communication will be enhanced by the use of photographs. It is recognized that there are a number of sensitive issues associated with the use of images and Chester Road Runners must be cognisant of these issues.

When members join CRR unless they specifically exempt themselves they accept that CRR can use photographs of them in promoting the club. A list of any members who have specifically requested not to have photographs used will be kept by the secretary and communicated to the committee and social media administrators.

When considering the use of photographs, the following should be considered:

- Does the image present a positive message and is relevant to the club's activities?
- Does the image meet the criteria given in the General Advice above?
- Do not use the images from professional photographers without written permission.
- Do you know who owns the photograph.
- In your opinion will the person or persons depicted in the image be significantly embarrassed or upset. If in doubt contact them.

Communication with the printed media

Providing interesting and informative content to the press is a key element in promoting the club's activities. These communications include event results and other general information.

³ as at July 29, 2016

It is the responsibility of the Press Officer. The press officer shall aim to build contacts with local press. They will post event results on a timely basis, ideally with an image.

Any other Press release should have been approved by a committee member prior to sending to the press.

Committee Responsibilities

Welfare

Keep a list of any members who have objected to use of photographs and respond to any concerns.

Marketing

Develop, seek approval and communicate with the printed press.

Committee members

Review Social media policy at least annually

Review Twitter account activity and provide feedback if required on content

Review CRR Facebook groups for content and member activity

Website

Review design as required and monitor activity including SEO requirements

Ensure content is updated and relevant.

Post twitter message

Appendix 1

Membership Form statement

Statement giving permission to members' photographs provided on membership application form.

I give permission for Chester Road Runners to use photographs taken of me undertaking Chester Road Runners activities or running events. Full details of our policy on use of photographs is available on our website.

If you have any concerns regarding this matter, please contact our Welfare officer.

Website Statement of Policy

Use of photographs of members.

Chester Road Runners uses social media to promote its activities. As a member you have given permission to use any photographs taken whilst taking part in club activities and/ or running events.

Chester Road Runners have a detailed Social Media Policy which provided safeguards in line with England Athletics Guidance.

It is always the intention to use photographs in a positive manner in order to promote the club.

Should you have any concerns regarding this policy of a specific issues relating to use of image please contact the Welfare officer.