

Chelmsford AC Social Media Policy – March 2019

Chelmsford AC recognises the benefits and opportunities that social media offers. The club aims to build positive relationships and work with our members' community to share news, information and successes. We will endeavour to use social media to engage appropriately with other areas that could also benefit the club. We will actively encourage our members to make effective and appropriate use of social media and where necessary from time to time remind members of this appropriate use.

Roles and Responsibilities

There are clear lines of responsibility for social media use within Chelmsford AC. The Chairman/committee (Paul Owen lead) is responsible for:

- Keeping up to date with technology developments
 - Reviewing and updating all relevant documentation
 - Delivering training and guidance on social media where applicable
 - Taking a lead role in responding to and investigating any reported incidents
 - Making an initial assessment when an incident is reported and involving appropriate staff and external agencies as required
- Members are responsible for:
- Knowing the contents of the policy and its procedures
 - Informing the chairman/committee where the club account is to be used
 - Seeking relevant authorisation for official postings prior to publication
 - Regularly monitoring, updating and managing content he/she has posted via the club account
 - Ensuring that all members have read, understood and agreed to this code of conduct before accessing and posting content via Chelmsford AC social media accounts
 - Adding an appropriate disclaimer to personal accounts when naming the institution.
- Reporting any incidents of misuse directly involving the club

The Chairman is responsible for:

- Addressing concerns or questions regarding posts or comments via official and personal accounts
- Reporting outcomes to the committee members, or escalating the matter to involve appropriate agencies
- Authorising posts, where designated

Behaviour

Chelmsford AC requires that all members using social media adhere to the standard of behaviour as set out in this policy and other relevant policies. Digital communications by members must be professional and respectful at all times and in accordance with this policy.

Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the club and will be reported as soon as possible to a relevant Chairman/Committee, and escalated where appropriate. The club will take appropriate action when necessary.

Where conduct is found to be unacceptable, the club will deal with the matter internally. Where conduct is considered illegal, the club will report the matter to the police and other relevant external agencies, and may take action according to the Disciplinary Policy.

e-Safety

Chelmsford AC takes e-safety and its duty of care seriously. The club will do all that it reasonably can to ensure that various online and working environments, including online forums, are safe for members. Where members are working with younger and/or more vulnerable members, extra safeguards may be required such as a moderating content prior to publication.

Use of Other Peoples' Materials

Sharing content such as images, photographs and video is extremely popular and easy to do via social media sites. While this may have value in an educational context, there is a real risk of breaching the rights of individuals who own the different media e.g. images rights, patents, copyright in a blog, or rights associated with collaborative outputs. All members should ensure they have permission or other justification to share content in this way.

Personal Information

No personal information will be shared via social media sites without consent. Authorised persons posting content or setting up accounts are responsible for ensuring appropriate informed consents are in place. Members should include their name, email and position where possible. It is at their discretion whether they wish to post additional contact information.

Incidents and Response

Any breach of this policy could lead to disciplinary action. The club will act immediately to prevent, as far as reasonably possible, any damage to an individual, their rights or the institution's reputation. Any stakeholder or member of the public may report an incident to the club. This should be directed immediately to the Chairman/Committee.

Where it appears that a breach has taken place, the Chairman/Committee will review what has happened and decide on the most appropriate and proportionate course of action. The steps for dealing with any incident, methods of escalation, appropriate sanctions and involvement of external agencies are contained in the club constitution. Where a member of the club/ committee considers an incident to be serious, this should also be reported to the Chairman/Committee.