



Social Media Policy

This policy applies to all members of South Cheshire Harriers Running Club, regardless of length of membership.

The purpose of this policy is to minimise the risks to our Club and its members through use of social media.

This policy does not form part of the terms & conditions of membership and it may be amended at any time. Any significant changes to this policy will be clearly communicated to members in a timely fashion.

If you have difficulty understanding this policy due to a disability or because English is not your first language, please contact our Diversity & Inclusion team by emailing: welfare@southcheshireharriers.org.uk.

Version 1.1

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1. Social Media

1.1 This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Instagram, Strava and all other social networking sites, internet postings and blogs. It applies to the personal use of social media which may affect the club or its members in any way.

2. Compliance with related policies and agreements

2.1 You should never use social media in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum. For example, you are prohibited from using social media to:

2.1.1 breach any obligations contained in our policies relating to confidentiality;

2.1.2 breach our Disciplinary Policy;

2.1.3 harass or bully other members in any way;

2.1.5 unlawfully discriminate against other members or third parties;

2.1.6 breach any other laws or regulatory requirements.

2.2 If you breach any of the above policies you will be subject to disciplinary action up to and including termination of membership.

3. Personal & prohibited use of social media

3.1 You must avoid making any social media communications that could damage the club's or a club member's interests or reputation, even indirectly.

3.2 You must not use social media to defame or disparage the club, our members or any third party; to harass, bully or unlawfully discriminate against members or third parties; to make false or misleading statements; or to impersonate members or third parties.

3.3 You must not express opinions on the club's behalf via social media, unless expressly authorised to do so by the Communications team.



3.4 You must not post comments about sensitive club related topics, such as comments linked to internal disputes, financial or confidential information. You must not include our logo in any social media posting or in your profile on any social media.

3.5 Any misuse of social media should be reported to your Social Media Champion.

4. Club use of social media

4.1 If your role within club requires you to speak on behalf of the club in a social media environment, you must still seek approval for such communication from the Communications team.

4.2 Likewise, if you are contacted for comments about the club for publication anywhere, including in any social media outlet, direct the enquiry to your Social Media Champion and do not respond without approval.

4.3 The use of social media for club purposes is subject to the remainder of this policy.

5. Guidance for responsible use of social media

5.1 You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. You should write in the first person and use a personal email address.

5.2 Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.

5.3 If you disclose your affiliation with us on your profile or in any social media postings, you must state that your views do not represent those of the club (unless you are authorised to speak on our behalf as set out in Paragraph 4). You should also ensure that your profile and any content you post are consistent with the professional image we expect you to present as a club member.

5.4 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it.



5.5 If you see social media content that disparages or reflects poorly on us or a club member, you should contact your Social Media Champion as directed above.

6. Monitoring

6.1 We reserve the right to monitor, intercept and review, without further notice, member postings on our club social media pages to ensure that our rules are being complied with and for legitimate club purposes and you consent to such monitoring by your use of such resources and accounts.

7. Breach of this policy

7.1 Breach of this policy may result in disciplinary action up to and including dismissal from the club.

7.2 You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may result in disciplinary action.