

Tawe Boating Club Social Media Policy

Purpose:

Tawe Boating Club recognises the importance of social media in today's digital age for communication, promotion, and community engagement. This policy aims to provide guidelines for the appropriate and responsible use of social media platforms by members, volunteers, staff, and affiliates of the club.

Scope:

This policy applies to all individuals associated with Tawe Boating Club, including but not limited to members, volunteers, employees, contractors, and anyone representing the club on social media platforms.

Guidelines:

1. Respect and Professionalism:

- All social media interactions should reflect the values and ethos of Tawe Boating Club, including respect, integrity, and professionalism.
- Avoid engaging in any behaviour on social media that could harm the reputation or integrity of the club.

2. Confidentiality:

- Protect confidential and proprietary information of Tawe Boating Club. Do not disclose sensitive club-related information, including financial data, member details, or internal discussions, on social media platforms.

3. Accuracy and Authenticity:

- Ensure that information shared on social media platforms is accurate and truthful.
- Clearly distinguish personal opinions from official club statements. When expressing personal views, make it clear that they do not represent the views of Tawe Boating Club.

4. Respect for Others:

- Be respectful towards fellow members, competitors, officials, and other stakeholders in all social media interactions.

- Avoid engaging in harassment, discrimination, or bullying behaviour online.

5. Intellectual Property and Copyright:

- Respect intellectual property rights, including copyrights, trademarks, and patents, when sharing content on social media.
- Obtain proper permission before using or sharing copyrighted material owned by others.

6. Endorsements and Sponsorships:

- Clearly disclose any affiliations, sponsorships, or endorsements related to Tawe Boating Club when promoting products, services, or events on social media.
- Ensure that endorsements align with the club's values and do not mislead or deceive followers.

7. Privacy:

- Respect the privacy of individuals, including members, volunteers, and staff, when sharing content on social media.
- Obtain consent before sharing personal information, photographs, or videos of others.

8. Monitoring and Enforcement:

- Tawe Boating Club reserves the right to monitor social media activities related to the club.
- Violations of this policy may result in disciplinary action, including but not limited to warning, suspension, or termination of membership or affiliation with the club.

Acknowledgment:

By participating in social media activities related to Tawe Boating Club, individuals acknowledge that they have read, understood, and agreed to comply with this Social Media Policy.

Review and Updates:

This policy will be reviewed periodically to ensure its effectiveness and relevance. Updates may be made as necessary to reflect changes in social media platforms or evolving best practices.

Contact Information:

For questions or clarifications regarding this policy, please contact Adam Clamp (Chairman).

Date of Adoption:

01/04/2024

Approved By: *Adam Clamp*

Adam Clamp

Chairman