



Warrington Athletic Club

Victoria Park, Knutsford Road, Warrington, WA4 1DG

Social Media Policy

Warrington AC reserves the right to add to or amend the terms of this policy at any time without notice; therefore the latest version of this document should always be reviewed for the most up to date terms, as its rules will supersede any previous versions.

Scope of the Policy

For the purposes of this policy, social media is defined as any online interactive communication tool which encourages participation and exchanges. Common examples include; Twitter, Facebook, YouTube, Skype, Instagram, Pinterest, and LinkedIn.

This policy applies to all members and to all communications which directly or indirectly, represent the club. It applies to online communications posted at any time and from anywhere, whether to an individual, a limited group or the world.

Warrington AC respects privacy and understands that member may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the club's reputation are within the scope of this policy.

Professional and personal responsibilities apply regardless of the medium being used. All social media communications which might affect the club's reputation, whether made either in a private or professional capacity, must comply with relevant club's policies which address member conduct.

Professional /non-professional communications are those made through official channels using the club's name. All professional/non-professionals communications are within the scope of this policy.

Personal communications are those made via a private social media account, such as a personal blog or wiki. In some limited circumstances these are communications subject to this policy. In all cases, where a private account is used which clearly identifies the club but does not affect its reputation it must be made clear that the member is not communicating on behalf of the club. An appropriate disclaimer, such as:

“the views expressed here are my own and in no way reflect the views of Warrington AC” should be included.

Private communications which do not refer to/represent/impact upon the club, are outside the scope of this policy.

If any club members or parents of young athletes have concerns regarding conduct on Warrington Athletic Club Social Media channels or by club members as outlined in this document they should contact the Club Welfare Officers Louise Blizzard and Damien Smethurst via the generic club e-mail address warringtonac@gmail.com.

The Welfare officers, working with other officers in the club, will then ascertain what action is appropriate. Depending on what actions are deemed necessary the club may:

- Notify the Club Administrators of the relevant social media / online channel to - remove comments or posts - and / or ban users from club social media / online channels
- Report individual users to the appropriate social media provider (such as Facebook/Twitter), following the reporting procedures of these organisations/ companies
- Initiate club disciplinary procedures
- Report misconduct to other external bodies if this is deemed necessary. These bodies may then take their own action as they deem appropriate.

Purpose of the Guidance

The purpose of this guidance is to provide guidelines on the proper use of social media communications.

'Social media' in the context of these guidelines refers to a number of online platforms:

- Blogs (written, video, podcasts)
- Micro-blogging websites e.g. Twitter
- Social networks e.g. Facebook and others
- Forums/message boards
- Content-sharing (photos, videos, audio) e.g. Instagram, YouTube, Flickr and others
- Any other website where user comments are an available feature

Online Conduct and Codes of Conduct

Individuals involved in the sport in a number of roles are required to conduct themselves in accordance with the relevant codes of conducts. The behaviours covered in these codes of conducts include online behaviour, such as when using social media.

These codes of conduct can be viewed at:

<https://www.uka.org.uk/governance/safeguarding/codes-of-conduct/>

Personal Conduct

Warrington AC respects all our members' right to a private life. However, the Club must also ensure that confidentiality and its reputation are protected at all times. If committee members, coaches, officials or others holding a formal position or position of authority within the club do discuss club related activity on social media (for example, giving opinions on their specialism) and it does not affect its reputation, they should include on their profile in their comments a statement along the following lines:

"The views I express here are my own and do not necessarily reflect the views of Warrington AC"

Those who hold positions of responsibility in the club (e.g. committee members, coaches and officials) should not make comment on controversial issues with which they have a connection in their role at the club as it may be taken as a statement indicating the position of Warrington AC. Any communications that club members make in a personal capacity through social media must not:

- 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 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 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: - 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.

Social media can be used in a positive way, for example, to make people aware of events, activities or work that you are involved in within the sport and to make positive statements about the successes and activities of athletes, coaches, clubs, volunteers and officials.

You may be able to use Social Media to raise awareness of work done by organisations you are involved in or to answer queries people make have about the availability of support, information or services. Warrington AC recognises that Social Media can be a useful tool for staff, coaches, athletes and officials to share information.

The primary source of such communication are the Club's Social Media Accounts :

Facebook:- <https://www.facebook.com/warringtonathleticsclub>

Twitter:- <https://twitter.com/WarringtonAC>

Club members who wish to achieve contact through new, more specific pages or channels should contact the Club Membership Secretary Andy Clare via the generic club e-mail address warringtonac@gmail.com in the first instance to discuss the options available.

Contact with Under 18s

We recommend against adults using personal (as opposed to public) messaging functionality available on Social Media channels to communicate with under 18s. We would recommend adults also consider carefully any communication made on public functionality, such as Facebook Pages, where this is likely to be seen by Under 18s and that adults should act in an appropriate way on these Social Media resources too. Information on club activities including details associated with club organised races, competitions, training, social events will be communicated on the recognised club online presence including our website at <http://www.warringtonathletic.org/> and Social Media sites as listed above.

Security and Identify Theft

People should be aware that social networking websites are a public forum, particularly if you are part of a "network". You should not assume that your entries on any website will remain private. Most online communities have their own rules and guidelines, which you should always follow.

Reporting Concerns & Disciplinary Action

Members should note that any breaches of this guidance may lead to disciplinary action. Serious breaches of this guidance, for example incidents of bullying of other club members, inappropriate usage or social media activity causing serious damage to the club, may lead to club membership being terminated. Note also codes of conduct for roles including coaches, athletes, officials, parents and team managers are published by UKA. Breach of these codes of conducts, including in the use of social media, may also result in disciplinary proceedings by UKA and/ or England Athletics. As a user of a social networking site, you may at some time have a concern about what you are seeing or being told about by another user. Concerns may range from negative or abusive comments, and cyber bullying to suspected grooming. If you have any such concerns you should contact your Club's

Welfare officers in the first instance for guidance. If any club members or parents of young athletes have concerns regarding conduct on Warrington AC Social Media channels or by club members as outlined in this document they should contact the Club Welfare Officer(s). For matters relating to inappropriate contact with Under 18's, in line with procedures in the sport, these should be reported to the Lead Safeguarding Officer for the sport of athletics:

Lead Safeguarding Officer – David Brown CBE dbrown@uka.org.uk or 07841 504 300.

For matters relating to bullying and club member conduct, in line with procedures should be reported to the Lead Welfare Officer for England Athletics:

Lead Welfare Officer – Jane Fylan jfylan@uka.org.uk 07803 671 975.

If you believe that you have witnessed possible criminal activity please also report this activity to the police.

Personal Websites and Web Blogs

Members are free to set up such sites on the internet but must not use the Warrington AC name, logo or resources without the consent of the club chair and committee. Members should be aware that in writing a web blog, it is at entirely at their own risk and should not contravene their responsibilities detailed in this policy. If members choose to write about their role within Warrington AC, or discuss athletes, coaches or volunteers, they should first seek consent from the club and the individuals concerned, they should also state on the site that the views they express are theirs only and do not necessarily reflect the views of the Club. Individuals should also take care to ensure that information contained on web blogs does not breach confidentiality especially those holding roles such as coaches and team managers.

Further Guidance and information

<https://www.englandathletics.org/resources/view/club-guidance-for-social-media/>

If club officers have specific queries regarding the use of Social Media please contact :

Andy Barber, Media Manager, England Athletics abarber@englandathletics.org