

Social Media Policy



Carleton
Running
Community

Introduction

Club officials including committee members, coaches and run leaders are authorised to speak on behalf of Carleton Running Community (CRC) in an official capacity. However, the majority of us will speak, not on behalf of, but about CRC in club social media forums in both private and public areas.

Social media is of great benefit to us as individuals and to the on-going development and promotion of CRC as a new and growing community club. We understand an individuals' right to free speech and we do not and would not want to discourage this. However, we would like members to bear in mind a few things to ensure that we always apply common sense in our use of social media.

CRC has an Official Club Web site www.carletonrunning.co.uk a club Facebook page www.facebook.com/carletonrunning and a club Instagram page www.instagram.com/carletonrunning which are open to members and the general public.

We also have a closed Facebook Page, CRC - Members Only, which is open to club members only that is utilised for us to share good news stories from within the club and promote upcoming training sessions, events, and partnership events with our Sponsor.

Codes of conduct

The CRC Constitution requires that we all treat each other with respect and not engage in actions which would bring the club into disrepute – this includes how we behave and conduct ourselves in all our training & activities with the club, including club social events, social media, and networking. Be respectful online just as you would be in person.

Before posting / interacting on Social Media;

- Think twice before posting. If you wouldn't want your employer, parents, friends, colleagues or future employer to see your post, don't post it.
- Be respectful. Be positive. Treat others the way you would like to be treated.
- Remember many different audiences will see your posts including club members, potential members, children, members' relatives, and friends.
- Be professional and polite.
- Avoid posting inflammatory, extraneous, objectionable, or off-topic messages that may provoke others into an emotional response (trolling/flaming). Avoid topics that may be controversial, like politics and religion. Don't post anything that you wouldn't say openly in a workplace such as comments about drug use, profanity, off-colour or sexual humour, ethnic slurs, or personal insults.
- Be in the right state of mind when you make a post. Don't post when you're angry, upset, or your judgment is impaired in any way.
- Please remember that CRC reserve the right to delete any post or comment within any club forum, without warning or notice. Persistent flouting of this code will result in banning from the club Social Media sites and/ or may lead to club disciplinary action and in extreme cases, civil and criminal liability.

If you are requested by the subject to delete a photo you have posted on club social media sites, please comply with the request.

- Do not post photos of people on club social media sites who you have “blocked”. Individuals who you have “blocked” have no way of accessing images of themselves therefore will be unable to request deletion. This may leave the club open to complaint.

If you have a grievance or issue arising from your participation in an event as a club member or against any individual linked to CRC, other club or governing body (i.e. race adjudicator or official), please contact the club to discuss the issue rather than post online. Contact details for CRC Committee members are available on the club website.

Complaints

Please remember that posts are not routinely moderated, and we rely on the conduct of members to allow the social media to operate smoothly. If you have any concerns and wish to complain about any post, please contact a committee member detailing your complaint. The complaint will then be investigated by the Club committee or the Club Secretary, either quickly and informally by speaking to the respondent and the complainant, or if further action is required through the club’s formal procedures as detailed in the Constitution.

Administrators Guidelines

- Try to write your message in the third person, as you are typically speaking in the official voice of the club (or the committee) not your own voice when posting messages.
- You may choose to use the first person when replying in comments but think about whether what you are saying is an official club statement or your own personal opinion (which you should post under your own account).
- Take care when using Facebook on your mobile device, as it often defaults to the admin account rather than your personal account.
- A committee member must be the owner of the account. Other members can be made administrators on an account and may post content, but the account must ultimately be "owned" by a committee member

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