Lyme Racing Club – Social Media Policy

Version – 1.1

What is the social media policy?

The social media policy for Lyme Racing Club is a set of guidelines that help us to keep safe in the digital world. This document is for guidance and help relating to your role in the club.

If you have any queries about approaching social media (on behalf of Lyme Racing Club) then contact the website officer for the club (detailed on the club officials page of www.lymeracingclub.com).

1. Using social media as "Lyme Racing Club"

In this section of the document, it is advising on the use of social media when using social media platforms as the club (using the club's account). The passwords of the accounts are controlled as to who has access to be able to use the account.

When posting as "Lyme Racing Club", you should always consider what kind of brand you are creating. The brand of "Lyme Racing Club" is:

- Fun

- Family Friendly

- All inclusive

- Multi-Discipline (of cycling)

- Large social group of different backgrounds

You should consider the above points when posting content. Does this show the club in the correct manner? If you are ever unsure about what you are going to post, write a draft version and send it to another person to check (the website officer can check posts for you, send your draft post by email to: website.lymeracingclub@gmail.com).

It's always good to double check before posting, remember it's the club reputation and branding that is at stake. When writing / creating content for the social media platforms, you should consider the audience that will see the content. Think about:

- Is it easy to read?

- Does this match the ages of the audience that will read / view this content?

- Are there any spelling mistakes?

- Are the facts that are being presented correct?

Try to ask yourself who will see this post and would this be appropriate for them?

Using other sources of content

It is okay to use content from other sources on our social media platforms given that you follow these simple steps:

1. Check that you can share / copy / repost / retweet (etc.) the original content before you do so.

2. Cite any sources you have used (yes, just like in school, you must say where this has come from). If you are sharing a post from another page (for example on Facebook) this will cite the source of the information for you (in the form of displaying the content under the original creator's name).

3. Check the information that you are about to post is correct. Double check the information with another source before you upload it to make sure you have the correct information. This can be as simple as asking someone else if the information is correct. Always take the side of caution, if you are unsure ask.

By following the above steps, you should help to keep yourself safe when using someone else's content.

Set up and use of social media platforms as "Lyme Racing Club"

Some social media accounts have been set up in the name of "Lyme Racing Club" and should continue to be the main accounts for the club. If you are setting up an account in the name of the club then you must check with the website officer for the club before setting the account up. This is to avoid creating any confusion over which account is the correct account and what each account is for.

The website officer can also advise you on naming of the accounts if you are setting up the account as part of a smaller subsection of the club (for example Track Riders of Lyme Racing Club).

The password for any social media account in the clubs name (either set up or being set up) should be passed on to the website officer of the club. This to ensure that the content can be checked and if need be removed.

If the content of the official accounts for the club is disputed in anyway the website officer can obtain all details about the post etc. if needed for any disciplinary actions towards a member of

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the club, this also applies for the forum where administrators for each section of the forum can check and monitor posts in that area.

Remaining appropriate in the digital world

Just the same as the real world, you must be careful when communicating over social media. The language you use and the way you talk may come across differently to what you intend it as.

Remember that swearing and other uses of bad language (racism etc.) is **not** tolerated in the club in any way. The club will take disciplinary action on any member for swearing or using offensive language towards or around any other member of the club. The committee will decide on what the disciplinary action will be and how is it administered using evidence and facts provided.

The use of swearing and offensive language extends to all social media accounts whether this is in the name of the club or a personal account.

Although members consent to images being used when signing up to the club, the images should still comply with regulations. For guidance:

- Make sure that the image is decent (no one in the image is naked for example).

- If the image or video contains details of crashes (for example pictures of injuries) are not shared on the club accounts. This may cause members of the club's social media audience to become uneasy or feel targeted.

- Check to see if there are any members of the public that are easily identifiable. If there is a member of the public in the image or video, please think about whether this media will be appropriate to post?

- Is the media that you are planning on posting safe to post? Does it have someone swearing in the background or making rude comments? Be safe and double check the content before uploading!

If you are unsure whether to post a bit of media, contact the club's website officer or another member of the club before posting it.

Be careful when posting content, always try to avoid talking about politics and religious views and always be respectful of other people's opinions. When talking about topics that involve high emotions always take caution. Try to seek an opinion of someone else before engaging in conversation.

Confidentiality and safeguarding

Make sure that all information that is being shared is safe to do so. Double check the information is not confidential information (gain consent before posting). Check if any images / videos has any information on show (for example sign on sheet).

When posting content, replying to messages or using different aspects of the social media platforms. You must consider the safeguarding of the members. Keeping the safety of the members of the club must be the number one priority.

You must make sure that the information / content is appropriate. For example is a member of the club discloses details of personal issues (for example if a member of the club discloses that they are being abused at home – this is an extreme case) you must follow the rules and regulations surrounding safeguarding and the welfare protection of the members.

Remember nothing can be kept secret! If we need to share the information with the relevant authorities, we must.

If you are unsure of anything surrounding safeguarding, please speak to a member of the club that has been trained in safeguarding (the child welfare officer should be your first choice).

Encourage riders to join social media activity and openly share appropriate information only as part of the group. No private discussions should take place, particularly between an adult and a young rider. Consider including parents in this too.

NOTICE: Some of the members of the club fall under the title and protection of "vulnerable child or adult". These members need to give express permission via their carers / parents / guardians. They must not appear (either in writing or image) on social media platforms if this permission has not been granted.

Responsibilities and roles

From time to time the social media platforms will be checked by the club's website officer.

Content creation (on behalf of the club, as "Lyme Racing Club") is down to the members of the club that have been given access via the disclosure of the password. The content should be consistent and have similar branding through all social media platforms.

Training and guidance can be provided by the club's website officer on request.

Any information regarding membership should be directed towards the membership secretary. Any correspondence that relates to the club should be passed on to a member of the committee to be put forward to one of the committee meetings through out the year. Please make sure that you make no promises to the correspondence and reassure them that the club will investigate the matters arising.

Security of accounts

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Please make sure you make every effort to keep the accounts secure. Simple methods of keeping data secure:

- Create complex, non-related passwords – the passwords you create should be non-related to the account (for example, if you set up the account name as Lyme Racing Club you should consider not using words that relate to cycling or the club). The password should not be simple (for example don't use 'password'). Try to use a combination of upper-case (A, B, C) & lower-case letters (a, b, c), numbers (0, 1, 2) and special characters ($, %, &).

- Keep your software up to date – you must keep your software up to date to avoid security bugs being exploited on your machine. Remember to keep your device (phone, laptop or computer, etc.) along with your programs and apps up to date.

- Avoid phishing emails, spam, scams and other malicious threats – this is not so simple to do but you can perform simple checks to help. Double check what email address sent the email, does it look like it came from the company it's stating it's from. Does the email ask for any personal information or passwords? If the email does ask for these items, then be suspicious and careful. Never share a password with anyone! No one will ever need to have access to your account using your password.

For more advice and guidance contact the club's website officer.

2. Using social media from a "personal account"

The social media platforms allow for us to use our personal accounts to post to the club's social media platforms. This can come with extra problems. Remember that if you are in a position of professional trust (coach, club welfare officer, etc.) then you must not accept any one that would compromise the position of trust (for example a coach must not have someone who they coach who is under the age of 18).

Not everyone should be your friend - Being personal friends on social media with the young people whom you coach, teach etc is considered inappropriate and must be avoided due to the position of trust you are in. There are ways and means of using this type of medium and communicating with young people without it being on a personal level, for example, club Facebook pages, group emails etc. Consider your security and privacy settings.

Misuse, bullying or abuse should be reported to the club welfare officer, website officer, moderator or to the British Cycling Compliance Team. Misuse may contravene codes of conduct and be subject to disciplinary or legal action. If you do have any young riders as personal friends, then British Cycling strongly advises you to remove them from your profile.

Be transparent - Communications should only contain basic and relevant information, nothing personal or inappropriate. Copy in a third party to promote transparency, such as parents, the moderator or your club welfare officer. Think- would anyone think my messages were inappropriate?

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Parents / carers - should consent to and be aware that their children will be communicating with you through these tools. They should be encouraged to be included in these messages also.

Club runs

It is debated within the club how a "club run" should be advertised. For insurance purposes this must be in an open public platform. The focus is "open".

What's the difference between open and closed social media platforms? It's simple, can anyone view this content or is it kept behind closed doors unless you've been given permission to see it. The forum (http://www.lymeracingclub.com/forum/index.php) is an open social media platform due to the fact anyone can "view" the content without needing to be a member of the forum or be given any special permissions. This applies to most social media platforms but depends on the way each platform is used.

Facebook is both open and closed. Lyme Racing Club's main Facebook account is open as you view the page / feed without any special permissions. Facebook groups on the other hand is closed as you must be part of the group to view the content. You still may need certain permissions to be able to create / edit content but not to view it.

In order to be covered by the insurance, the "club run" must be advertised in an open public forum. If the ride is not advertised on an open platform the ride will no longer be classed as a "club run" and becomes a "ride with a group of friends", which will not be covered under the club's insurance.

You do not have to undertake the conversation around the ride on the open platform, but the details of the ride must be available. As a minimum you should still post the club run to one of the club's social media platforms (preferably the forum so there is one common location).

Summary

This is not an exhaustive list. This document is designed to help you to avoid common mistakes and potential potholes through general best practice. If you still have any concerns or questions, please ask (contact details below).

Remember this document will be updated regularly so please do check for updates.

Contact Details

For the club website officer:

>   Website.lymeracingclub@gmail.com

For the club welfare officer, membership secretary, club secretary, chairman (and other club officials) please go to the club officials page of the website.

http://lymeracingclub.com/clubOfficals.php

For the British Cycling Compliance Team.

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Document History

Name	Version	Date	Changes Made
Alex Webb	1.0	16/07/2019	Document Created.
Alex Webb	1.1	19/07/2019	Notice on *vulnerable adults or children* was added. Section on club runs was added.