

SOCIAL MEDIA POLICY FOR VOLUNTEERS & MEMBERS

CAYC uses social media in the delivery of the club operational aims with regard to boating and all Club related activities. This recognises that those who are involved in its work may also use social media either as part of their role or in their private lives. A written policy is therefore required for all volunteers, members, staff and stakeholders on the acceptable use of social networking in marketing and communication of club activities.

CAYC encourages the responsible use of social media. The purpose of this policy is to set out what the General Committee expects from within the Committee and from all of the volunteers when using social media. It is important to remember that we are all ambassadors for the Club and that social media is never private.

This policy is solely for volunteers, members and staff and aims to:

- give clear guidelines on what volunteers, staff and members can say about the organisation;
- comply with relevant legislation and protect volunteers, staff and members;
- help Flag Officers and those with Roles of responsibility who monitor and manage the Club Social Mediums to ensure the use by others in an effective manner;
- help volunteers, staff and members draw a line between their private lives, their volunteering and activities within the Club;
- protect **CAYC** against liability for the actions of volunteers or Members or Staff;
- be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

1. Policy statement

1.1 CAYC recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to the broad spectrum of Club activities using a wide variety of social media, such as Facebook, WhatsApp, Twitter, blogs and online, wiki, Web content. **This policy aims to protect individuals volunteering with us in any role and to encourage you to take responsibility for what you write, exercise good judgment and common sense. (See 2.1)**

1.2 Inappropriate use of social media can pose risks to our confidential and proprietary information and reputation and can jeopardise our compliance with legal obligations. To minimise these risks, to avoid loss of effort by volunteers and to ensure that our resources and communications systems are used only for appropriate Club purposes, we expect volunteers, staff and members to adhere to this policy.

2. Who is covered by the Policy?

2.1 This policy covers volunteers, staff and members.

3. Scope and purpose of the Policy

3.1 This policy deals with the use of all forms of social media, including Facebook, WhatsApp, YouTube, Twitter and **all** other social networking sites, and **all** other internet postings, including blogs.

3.2 It applies to the use of social media both for volunteering and personal purposes, whether while volunteering or otherwise. The policy applies regardless of whether the social media is accessed using our Club social media facilities, equipment or equipment belonging to volunteers.

3.3 If a volunteer, staff or member is found to be in breach of this policy the General Committee will address this using the Procedures in the Code of Conduct.

3.4 Volunteers, staff or members may be required to remove internet postings which are deemed to constitute a breach of this policy.

3.5 This policy links to all other policies therefore social media should never be used in a way that breaches any of our other policies such as equal opportunities, data protection etc.

4. Personnel responsible for implementing the Policy

4.1 All volunteer General Committee members who have been assigned the authority to manage the operational media tools within the boundaries of this policy, must ensure that all volunteers, staff and members understand the standards of behaviour expected of them and taking action when behaviour falls below this.

4.2 All volunteers, staff or members are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported to a Flag Officer.

4.3 Any content which raises a safeguarding concern must be reported to the **Designated Safeguarding officer** in line with the reporting procedures outlined in **CAYC Safeguarding Policy**.

5. Guidelines for responsible use of social media

The following sections of the policy provide volunteers, staff or members with common-sense guidelines and recommendations for using social media responsibly and safely.

5.1 We want you to help protect our Club reputation. Volunteers, staff and members must not post disparaging or defamatory statements about:

a **The Club and Committee Members;**

b **CAYC staff, our partners, volunteers or members past or present;**

c **suppliers and vendors; and**

d **other affiliates and stakeholders.**

Volunteers should also avoid social communications that might be misconstrued in a way that could damage our reputation, even indirectly.

5.2 Volunteers, staff and members are personally responsible for what they communicate in social media (as part of their role or on personal sites). Remember that what you publish might be available to be read by the masses (including **CAYC**), volunteers, staff and members, future members and social acquaintances for a long time. Keep this in mind before you post content.

5.3 Ensure a data protection consent form has been obtained from members prior to posting images or text which may be used on social media. This is normally registered as part of the Membership application process or training activities.

5.4 **CAYC** does not permit tagging of vulnerable adults or anyone under the age of 18.

5.5 There is no obligation for volunteers, staff or members to link their personal social media to any **CAYC** social media.

5.6 Volunteers are not permitted to set up social media accounts for Club purposes without prior consultation with the General Committee or Sailing Committee.

5.7 If you disclose your affiliation as a volunteer, staff or member of **CAYC**, you must also state that your views do not represent those of the organisation you are involved with. For example, you could state, "the views in this posting do not represent the views of **CAYC**. You should also ensure that your profile and any content you post are consistent with the Club's objectives and as part of your volunteering role.

5.8 You can only use **CAYC** email address if your volunteering role involves using social media on behalf of the organisation.

5.9 You are responsible for the security settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information.

5.10 Remember that you must respect confidentiality at all times and protect confidential information. You should be mindful of Data Protection issues, if in doubt speak to the General Committee or refer to this policy. Confidential information includes things such as unpublished details about our Club, policies and procedures, details of current projects, future projects, financial information or information held on our supporters, volunteers, staff or members.

5.11 Avoid posting comments about sensitive **CAYC** related topics. Even if you make it clear that your views do not represent those of our Club, your comments could still damage our reputation.

5.12 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with a Flag Officer.

5.13 If you see content in social media that disparages or reflects poorly on **CAYC** or our stakeholders, you should report it to a Flag Officer and/or the Safeguarding Officer. All volunteers, staff and members are responsible for protecting our reputation.

5.14 The membership details and all partnering contacts made during the course of your volunteering, e.g. as a Committee Member are regarded as our confidential information, and as such you will be required to delete all such details from your personal social networking accounts, should you finish volunteering, ending employment, or resigning as a member of **CAYC**.

5.15 Contact details of volunteers are subject to data protection. Volunteers, staff and members are not permitted to access or store information on any contact that would breach data protection.

6. Personal use of social media in the Club environment

If using social media while a volunteer, member of staff or as a member, circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious or political solicitations, or promotion of outside organisations unrelated to **CAYC** is also prohibited.