

Hants & Berks Motor Club Ltd

Social Media Policy

1. Introduction:

- a) HANTS & BERKS MOTOR CLUB (HBMC) recognises the importance of using social media channels for communication and engagement with the club's members and the wider public. The club also recognises that our members will often have and use their own social media accounts and private/group messaging applications. Therefore, this policy will be split into two parts.

Part 1 - The club's approach and expectations for those using social media accounts on behalf of the club in order to communicate and engage with members and the wider public. The social media referred to in this policy should be read in conjunction with Part 1.

Part 2 - Appropriate personal use of social media and private/group messaging applications.

- b) What do we mean by social media?
Social media can be defined as any online platform or application (app) that allows people to communicate instantly with each other or to share information in a public or private forum. This includes but is not limited to Twitter, Facebook and Instagram. Social media also includes blogs videos image sharing platforms such as YouTube and Snapchat.
- c) What do we mean by messaging apps?
Messaging apps include but are not limited to Facebook Messenger or WhatsApp. Part 2 of this policy refers to these platforms and all similar products as well as the social media channels previously defined in this policy.

2. Scope:

- a) This policy covers all HBMC members and those acting in an official capacity on club events.

3. Policy statement:

- a) HBMC is committed to providing a professional innovative and effective communications function promoting the club's image and protecting its reputation.
- b) The purpose of this policy is to ensure the Club's presence on social media whether through official or unofficial channels remains professional and respectable.

4. Responsibilities:

- a) All members of HBMC,
- Must ensure appropriate use of social media which includes the Club's social media channels or their own social media accounts or messaging apps
 - Must ensure that they are familiar with and adhere to this HBMC policy.
 - Report any inappropriate or unprofessional use of social media to the Club Secretary or Safeguarding Officer.
 - Must ensure they adhere to the Club's policy and procedure when processing personal data. This is covered in the HBMC Data Protection policy.
- b) Officers and Committee members,
- Must ensure that all members are aware of the HBMC Social Media Policy.
 - Must notify the appropriate officers if social media is being used inappropriately this includes the Secretary and the Safeguarding Officer.
- c) Designated Club members,
- Manage the social media channels this includes the selection and deselection of members with administration rights.
 - Support, advise and provide guidance in relation to the use of social media.

- iii. The Secretary and Safeguarding Officer have primary responsibility for all social media throughout the Club

Part 1 - Using HBMC social media accounts,

- d) Any member who wishes to set up and use social media account or new group on behalf of the Club must seek and secure approval from the Club's committee.
- e) If a member has reason to believe information posted or shared on any HBMC social media is damaging or harmful or the account has been compromised they should advise the relevant committee members urgently. It is vital that HBMC logs the information and manages public content. Any account security breach must be notified to the relevant committee members as soon as possible.
- f) HBMC's general approach to social media content is that it will be frequent, timely, fresh modern and concise.
- g) All members must adhere to relevant Data Protection regulations and legislation when using HBMC social media channels as it involves processing personal data.
- h) HBMC members taking photographs or videos of the public to be used on club social media should attempt to obtain consent. If anyone is under the age of 18 then consent should be obtained as a matter of good practise and make it clear that the image may be used on social media and in other club publicity. This consent should generally be achieved through notifications in event regulations and publicity.
- i) Members are expected to delete images of the public from their phone or camera when no longer required
- j) The Club committee will assume consent has been received for photographs and video used on the club's social media channels

5. Part 2 - Using personal social media accounts:

- a) HBMC accepts individuals may explicitly identify themselves as a member of the club on personal social media feeds and that through comments may identify themselves as a club member.
- b) HBMC expects club members to use their own personal social media accounts and messaging apps appropriately and lawfully regardless of whether they have clearly identified themselves as being part of the Club.
- c) Social media and messaging apps can be used for criminal purposes often associated with hate crime bullying, harassment, stalking and grooming. Information on any club member using personal social media accounts or messaging apps to commit a criminal offence will be passed to the police for further investigation.
- d) Any member using personal social media accounts or messaging apps in this manner will be seen as failing to comply with the policy of the Club's Code of Conduct and could be subject to sanction by the club.
- e) Club members may express an opinion or view of the Club on personal social media accounts or messaging apps. HBMC expects members to be reasonable and appropriate when doing so.
- f) The Club expects all members to adhere to the following guidance in relation to personal social media use,
 - i. Do not post or forward a link to abusive, discriminatory, harassing, derogatory, defamatory, or inappropriate contact, including incidents they may have been involved in that may be subject to a criminal investigation.
 - ii. Never disclose private or confidential information
 - iii. You are personally responsible for the contents that you publish, be aware that it will be public for many years. Respect confidentiality, stay within the legal framework and be aware that safeguarding, libel, slander, copyright and data protection laws apply.
 - iv. Avoid social media communications that might be misconstrued in a way that could damage the Club's reputation even indirectly.
 - v. Do not post anything that other members or the wider community would find offensive, insulting, obscene or discriminatory.

6. Audit and monitoring:

- a) The policy will be reviewed on a four yearly basis unless Legislative or Club requirements change.

7. Associated documents:

- Reference to the Motorsport UK Social Media Policy and Guidance.
 - HBMC GDPR Privacy Policy (Data Protection)
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Social Media Policy - effective from 1st November 2022

This policy will be communicated to all Club members. Policy to be reviewed annually.