



SOCIAL MEDIA POLICY

Last Updated : **April 2021**

Section 1 – Introduction

1. Purpose and Scope

This policy is intended to help trustees and committee members of ClubSport Aberdeen about the use of social media. It also outlines the standards ClubSport Aberdeen requires trustees and committee members to observe when using social media, the circumstances in which ClubSport Aberdeen will monitor the use of social media and the action that will be taken in respect of breaches of this policy.

2. Principles

2.1 The principles of this policy apply to use of social media regardless of the method used to access it - it covers static and mobile IT/computer equipment, as well as personal tablets and smartphones.

2.2 This policy covers all ClubSport Aberdeen trustees and committee members.

3. What is Social Media?

Social media is the term commonly given to any type of interactive online media that allows parties to participate in discussions and share information in a public forum. This includes online social forums such as Twitter, Facebook and LinkedIn and also covers blogs, audio, video and image sharing websites such as YouTube, Snapchat and Instagram.

4. Why use social media?

Social media enables us to promote our products and services to new and existing members, recruit for jobs or events and to seek feedback on key services, as well as making all our members aware of updates to the operation of the organisation in real time.



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Section 2 – Responsibility and Use

1. Responsibility for Implementation of the policy

Overall responsibility for policy implementation and review rests with the Trustees of ClubSport Aberdeen. All trustees are obliged to adhere to and to facilitate the implementation of the policy.

The ClubSport Aberdeen trustees shall ensure that all new trustees and committee members are made aware of this policy during recruitment or inductions.

2. Business use of social media

2.1 Official ClubSport Aberdeen social media channels

Responsibility for maintaining the list of approved social media channels rests with the ClubSport Aberdeen Digital Team. Our digital estate is as follows:

ClubSport Aberdeen Digital Estate
https://www.facebook.com/ClubSportABDN
https://twitter.com/clubsportabdn
https://instagram.com/clubsportabdn
https://www.linkedin.com/in/clubsportabdn/

New official channels can only be setup with ClubSport Aberdeen board approval.

Password management – Shared logins will be reset if a trustee or committee member no longer requires access or leaves ClubSport Aberdeen.

2.2 Who can operate ClubSport Aberdeen social media accounts?

Only approved and trained designated trustee or committee members are permitted to post material on a social media channel in the organisation's name and on its behalf. Anyone who breaches this restriction will be subject to discipline by the Board.

Before operating ClubSport Aberdeen's social media channels, you must:

- have read and understood this policy; and
- have received relevant training and be authorised to post on behalf of ClubSport Aberdeen.



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3. Official protocol for operating ClubSport Aberdeen social media accounts

Where you are permitted to operate official ClubSport Aberdeen social media channels, you **MUST** adhere to the following rules.

- ClubSport Aberdeen trustees or committee members who are authorised to use social media for business purposes must always conduct themselves in a professional manner.
- You must not post or send confidential information that could breach the Data Protection Act 2018 or the General Data Protection Regulation [GDPR] 2018.
- Do not post material including images, in breach of copyright or other intellectual property rights.
- Appropriate permissions must be sought before taking and posting images or other content. All photography of children or minors will require parental permission.
- ClubSport Aberdeen will promote all member club's social media by normal means e.g. re-tweet, like etc on the understanding the member clubs have gained the correct permission to show their content and photographs.
- You should avoid social media communications that might be misconstrued in a way that could damage our organisations reputation, even indirectly. Be honest and open but be mindful of the impact your contribution might make to people's perceptions of the organisation.
- Never disclose commercially sensitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with the Chairman of ClubSport Aberdeen.
- All online complaints made through social media or an online platform must be responded to with a standard holding statement agreed with the ClubSport Aberdeen Board. You must not answer questions you do not have the authority or ability to respond to.
- You are personally responsible for content you publish on the organisation's behalf - be aware that it will be public for many years to come, even if it is later deleted.
- Trustees or committee members must not use any ClubSport Aberdeen social media platform to promote their own personal blog, business or social media project.



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Section 3 – Personal Use of Social Media

1. Personal use of social media

1.1 Personal equipment

If you use social networking sites at home or outside of ClubSport Aberdeen any comments, you make may still have an impact on the organisation.

Please note that your contravention of any ClubSport Aberdeen policy via social media may result in disciplinary action being taken.

Whilst not an exhaustive list, please note that:

- Inappropriate, offensive or derogatory, defamatory, obscene or libellous comments about ClubSport Aberdeen, its trustees or committee members or member clubs via personal social media pages are unacceptable and may result in disciplinary action being taken.
- Any behaviour or statements made by you on any social media platform which could impact on your membership with ClubSport Aberdeen, for example, statements which are bigoted, hateful or discriminatory may result in disciplinary action being taken.
- You should be aware that ClubSport Aberdeen is subject to Freedom of Information requests. If you list, for example, your Facebook or LinkedIn profile, your membership to ClubSport Aberdeen, you are essentially making this link public. This means that ClubSport Aberdeen may be required to provide personal information about you should the organisation receive a Freedom of Information request.
- You should not post or send confidential information that could breach the Data Protection Act 2018 or the General Data Protection Regulation [GDPR] 2018.
- Should you come across any article or comments online that you feel ClubSport Aberdeen may wish to respond to, you should bring this to the attention of the Chairman of ClubSport Aberdeen so that it can be dealt with in an appropriate manner. Under no circumstances should you attempt to respond yourself.
- When using social media for personal use it is recommended that you use a disclaimer, for example: 'The views expressed are my own'. Be aware though that even if you make it clear



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that your views on such topics do not represent those of the organisation, your comments could still damage our reputation.

- If you have disclosed your affiliation as a trustee or committee member of our organisation you must ensure that your profile and any content, you post are consistent with the professional image you present to members and co-trustees and committee members.

2. Monitoring use of social media

Trustees and committee members should be aware that any use of social media channels [whether or not accessed for the organisations purposes] may be monitored and, where breaches of this policy are found, action may be taken. Monitoring is only carried out periodically and randomly simply as a preventive action protecting the organisation.

Misuse of social media channels can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and the organisation.

The organisation reserves the right to restrict or prevent access to certain social media channels.

If you notice any use of social media by other trustees or committee members in breach of this policy, please report it to Chairman of Club Sport Aberdeen.

Section 4 – Policy Review

1. Policy review and update

The Digital Team of Club Sport Aberdeen has overall responsibility for the review and update of this policy on an annual basis.