



BROXBOURNE ROWING CLUB - SOCIAL MEDIA GUIDELINES

1. This document sets out Broxbourne Rowing Club's policy for the use of social media for the channels under its control, and gives guidance for members in their own use of social media, in so far as it refers to or reflects on the Club and its members.
2. All use of social media must be legal, responsible and consistent with the Club's values.
3. Care should be taken before anything is shared online. Published material may become accessible to a wider audience than anticipated (including the general public) and can remain accessible indefinitely. Material shared on social media is easily misconstrued or taken out of context.

BRC's own social media

4. Broxbourne Rowing Club (BRC) uses social media channels to promote and celebrate the Club to the wider community through the Official BRC Facebook page on X (formally Twitter) and Instagram.
5. The Club also has a closed Whatsapp Community to which Club members are added when joining the Club which is used to share Club announcements and updates. Examples include safety information, social events, team race day results or interesting news articles.
6. These closed groups are monitored by the Club. Designated members or officers are responsible for updating and posting on these platforms and monitoring the content to ensure that they respect the guidelines and principles set out in the paragraphs below.
7. All posts must respect the privacy, reputation, confidentiality and propriety of BRC, its members and those working on their behalf.
8. Do not post anything that might be considered to breach this, for example, the full names of members (unless you have their express consent), personal information about members, private Club business, etc.
9. Images or comments should not cause offence, or in any way harass, intimidate, bully, victimise or discriminate against other members.
10. Photographs should have the consent of the individuals featured.
11. Photographs of junior rowers should be approved by the Junior Vice Captain or Coach acting on behalf of the parents.
12. Third party material subject to copyright should not be shared unless you have the permission of the copyright holder.

13. No personal opinions, political or religious views should be posted under any circumstances.
14. The Club will remove any message that contravenes these principles and guidelines or which has the potential to harm or damage the reputation of the Club or its members. Permission to post on these sites may be withdrawn from any individual who posts inappropriate material.
15. Uncertainties or concerns about the appropriateness of any material should be referred to the Management Committee before publication.

BRC members' own use of social media

16. Members' activities on their own private social media groups, even if set up for the purposes of club related business, are outside of the Club's control and the Club cannot be held responsible for any social media group other than those referred to in the previous section.
17. However, while there is no intention to restrict any proper and sensible exercise of a member's rights and freedoms, members must ensure that their own use of social media:
 - a. does not reflect adversely on the Club or its members or bring either into disrepute
 - b. does not cause offence or in any way harass, intimidate, bully, victimise or discriminate against other members
 - c. does not include photographs of Junior rowers unless the prior approval of their parents has been obtained
18. Failure by a member to respect this policy will be regarded as a breach of the Club rules and may result in disciplinary proceedings

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