

GRANGE LTC - SOCIAL MEDIA POLICY

1. Introduction and scope

Anyone who participates in social media in any official Grange LTC capacity must read and follow these guidelines. For the purpose of this policy, social media includes, but is not limited to, services such as Facebook, Twitter, Instagram, Whatsapp, etc. It does not include personal emails or texts.

2. Security and confidentiality

When social media sites or accounts are used in any official club role it must be ensured that the confidentiality, integrity and availability of Grange LTC data and any personal information supplied to, or obtained by, Grange LTC is protected. Any use of social media must conform to this policy, to the General Data Protection Regulations (GDPR)

Social media services such as Whatsapp that copy the user's address book or other third party personal information to the social media provider's servers are not compliant with the GDPR and must not be used for official Grange LTC purposes.

3. Management of social media accounts

Personal social media accounts must not be used for any official Grange LTC purpose.

An official or unofficial Grange Lawn Tennis Club social media presence using the organisation's trademarks or name must not be created without prior approval from the Grange LTC Committee.

An official club email address must be used to register the club's account and login details must be kept secure. It must be ensured that more than one person has access to the account and at least two people must check it regularly. Personal login details for a club-affiliated social media site must never be shared with anyone else unless that has been agreed in advance with the club committee.

All social media profiles must clearly state that the account is officially connected with Grange Lawn Tennis Club.

4. Content

Language and tone must be appropriate for the specific social media channel and audience using a friendly, yet professional, manner.

Timely responses – all accounts must clearly state when and how they are monitored, and whether customers/members should expect a response - or if the account is intended to facilitate community discussion etc.

Writing style– all published messages should use correct spelling and grammar. Text speak should only be used when absolutely necessary.

Avoid spam or overusing the platforms and risking losing audience. Social media posts should be published at least a few hours apart from each other except in very urgent cases.

Advance permission must be obtained before posting any personal information about an individual. This includes any identifiable video or still images as well as comments such as discussing a person's tennis ability. Any such personal data must comply with the GDPR which includes ensuring that it must be accurate and that the individual has the right to see the data being posted, to correct it or to ask for all instances of it to be fully deleted..

If information is being sent to club members via social media it must be ensured that any club member who does not wish to use that particular type of social media is not placed at any disadvantage by being excluded from the information.

Any incidents of bullying or inappropriate behaviour including offensive language, images or comments must be reported to the club Welfare Officer and, through them, to the Grange LTC committee. Details must be available to all users of Grange LTC social media accounts on how to



contact the club Welfare Officer in the event of any such behaviour (the Welfare Officer's name and contact details are on display in the clubhouse and on the club website).

5. Additional guidance for club officials

Set appropriate privacy levels – remember if children, young people and adults at risk are “liking” your page or following you, others may be able to see who they are.

Do not get drawn into arguments. Think about what the most appropriate response should be, as a representative of the club, or if there should be a response at all.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content to social media that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

When using social media, you must maintain the privacy of Grange LTC's confidential information and that of its members. This includes information that is not publically accessible, widely known, or not expected to be shared outside of the club.

Whenever possible use account settings so that any posts to club social media are reviewed by the appropriate club moderator before they are visible to others. For example, set the 'Review posts before they are placed on my wall' setting on Facebook.

Place the agreed club official email address on the account so you can be contacted.

Set out terms of use or rules for all who comment or upload images or videos; permission must have been obtained from the individual before uploading any identifiable still or moving image. You must also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

Challenge inappropriate or offensive language, behaviour and use of social media and report any such incidents to the GLTC committee.

Do not accept children under the age of 13 on Facebook, Twitter, Instagram or similar accounts. Ensure you follow the club policy on “The use of images of children and young people under the age of 18” and that you have obtained parental consent when uploading pictures or videos of children and young people to any social media sites.

6. Sources of advice and support

The following agencies are a source of support and are able to help in instances of online and social media abuse. Where possible, users of club social media should be made aware of these contacts:

