



# **Morpeth Tennis Club Social Media Policy**

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**Document and Policy Information**

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The Social Media Policy is reviewed every two years (or earlier if there is a change in national legislation).

This Policy is recommended for approval by:

Person	Role	Date
Alex Laude	Club Committee Chair	13 <sup>th</sup> May 2022
Yvonne Dunn	Club Welfare Officer	13 <sup>th</sup> May 2022



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## Background

Morpeth Tennis Club (MTC) recognises that the use of social media and networking sites is a growing phenomenon and is widely used as a communication tool. The club have operated a formal Facebook and Twitter account and over the past four years, there have been several informal social media WhatsApp groups established with the view to coordinate tennis activities at the club.

With the continued development of our own Facebook page, Twitter Account, Website and common use of social media messaging and group platforms such as WhatsApp, it has highlighted that whilst these technologies provide useful and easy opportunity to communicate internally and externally, they are accompanied by dangers and negative consequences, if they are abused by users and deviate from their intended purpose.

This policy will set out guidelines for acceptable use, not only for our own Facebook and web pages page, but all online **official** Morpeth Tennis Club social networking and electronic communications.

*We recognise that playing communities within the club may wish to establish or continue to use existing social media groups to aid communication. Whilst these are outside of the scope of this policy and the club to police, we ask that they are not set up in the name of Morpeth Tennis Club nor do they purport to be an official club communication channel.*

## Technologies

This policy includes (but is not limited to) the technologies listed below:

- WhatsApp
- Twitter
- Facebook
- Club website
- Email and electronic newsletters

## Acceptable Use

The following rules must be adhered to by all users of official MTC social media platforms:

1. You will not bully, intimidate, or harass any user.
2. You will not post any photographs, videos or make comments that may be hurtful, untrue and upsetting or may be used by other people in a way you did not intend or want.
3. You will not post content that is hateful, threatening, or pornographic; incites violence; or contains nudity or graphic or gratuitous violence.
4. You will not post any information that contains alcohol-related or other mature content (including advertisements).

Acceptable use includes protecting the rights of other people, specifically the following:

1. We respect other people's rights and expect you to do the same.
2. You will not write any derogatory or offensive comments in relation to Morpeth Tennis Club or any other Tennis Club.
3. You will not post comments criticising or verbally abusing players, coaches, officials or members of Morpeth Tennis Club or any other Tennis Club.
4. You may post photographs on the MTC Facebook page and Website (or other social media platform linked to the club), but you must have permission from those in the photographs to do so.
5. You will not post content or take any action on the Morpeth Tennis Club Facebook or any other social media platform that infringes or violates someone else's rights or otherwise violates the law.

## Management of MTC Facebook Page and Twitter Account

To ensure that these communication methods are used in good spirit and to the benefit of the club, the MTC Facebook page and Twitter account will be managed and monitored by a dedicated club-appointed social media officer (**Laura Sharp, [laura.a.sharp83@gmail.com](mailto:laura.a.sharp83@gmail.com)**) as well as members of the Committee including the club Welfare Officer and Chairperson.

## Management of MTC Website

Overall management of the club website will be the responsibility of a club-appointed web officer (**Graham Fewell, [debandgraham@btinternet.com](mailto:debandgraham@btinternet.com)**). Although other members will be permitted to post articles and update the site, the club web officer will monitor content and make sure that it adheres to the above policy and is kept up-to-date.

## What to do if You have Concerns

As a user of a social networking site, whether you are a child or an adult, you may at some time have a concern about what you are seeing or being told about by another user.

The nature of these concerns may vary but should you wish to discuss anything about material that is posted on one of the official MTC social media accounts, please contact the appointed club welfare officer (**Yvonne Dunn 07703409206, [vonnie90@sky.com](mailto:vonnie90@sky.com)**) or any member of the committee.