



Rushmere Tennis Club Social Media Policy

1. Introduction and scope

Anyone who participates in social media in any official capacity at Rushmere Tennis Club 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 Rushmere Tennis Club data and any personal information supplied to, or obtained by, Rushmere Tennis Club is protected. Any use of social media must conform to this policy, to the General Data Protection Regulations (GDPR) and to the Rushmere Tennis Club Data Protection, available on the club website.

3. Management of social media accounts

Personal social media accounts must not be used for any official Rushmere Tennis Club business. It must be ensured that more than one person has access to the accounts and at least two people must check it regularly. Log-in details for a club-affiliated social media site must never be shared with anyone else unless that has been agreed in advance with the committee. If a club social media site is not being updated or is no longer needed, its removal should be discussed with committee.

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.

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 personal data must comply with the GDPR. The individuals have the right to view what has been posted, to correct it or to ask for it to be deleted.

If information is being sent to club members via social media, it must be ensured that any member who does not want to use that particular type of social media is not 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 committee. Details must be available to all users of Rushmere Tennis Club 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 Rushmere Tennis Clubs confidential information and that of its members. This includes information that is not publicly 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.

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 **welfare officer**, or committee.

Do not accept children under the age of 13 on Facebook, Twitter, Instagram or similar accounts.

Ensure 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: LTA Safeguarding Team, Internet Watch Foundation (IWF), Stop Hate UK.

7. Authorised social media

At the date of this policy the social media platforms authorised by Rushmere Tennis Club committee for official club purposes are:

- Facebook
- Twitter



We ask our members and our online community to promote the 3 commons approach to online behaviour: Common Courtesy, Common Decency and Common Sense

Common courtesy

We ask someone's permission before uploading photographs, videos or any other information about them online. We do not write, share or upload hurtful, rude or derogatory comments and materials. To do so is disrespectful and may upset, distress, bully or harass.

Common decency

We do not post comments that can be considered as being intimidating, racist, sexist, homophobic or defamatory. This is cyber-bullying and may be harassment or libel. When such comments exist online, we do not forward such emails, posts, tweets, videos, etc.

Common sense

We think before we click.

We think before we upload comments, photographs and videos.

We think before we download or forward any materials.

We think carefully about what information we share with others online, and we check where it is saved and check our privacy settings.

We block harassing communications and report any abuse. Any actions online that can have an impact on our club and can potentially lower the club/club member reputation in some way or are deemed as being inappropriate will be responded to. In the event that any members, parent/carer's or visitors are found to be posting libellous or inflammatory comments on the club social media pages, they will be reported to the committee. The comments will be removed and further action by the club may be taken.

All social network sites have clear rules about the content which can be posted on the site and they provide robust mechanisms to report contact or activity which breaches this.