

Social Media Use

Swanage Tennis Club Policy

Swanage Tennis Club committee recognises that the use of social media and social networking is a part of everyday life for many of us. It is also a main communication tool for club members and for marketing club activities and events. With the development of club Facebook and WhatsApp sites, it has highlighted that whilst such technologies provide exciting opportunities, they can also provide some negative consequences, if not used positively.

Swanage Tennis Club Social Media sites are.

WhatsApp groups.

- Swanage Tennis Coaching group – led by the coaches informing members of sessions taking place daily. Administrator – Ryan Trickey (Head Coach) and Pat Weller (Committee member)
- Club Play group – again mainly managed by the coaches inviting members to sign up to club sessions (formerly called Match Play sessions). Administrator – Ryan Trickey (and Pat Weller, Committee member)
- STC Members Group – any relevant information about Swanage tennis club can be posted here by all members and coaches, such as forthcoming league fixtures and results; lost property; a platform where members can arrange games and matches between themselves. Any committee information needing to be shared to all members. Good news posts and tennis related photographs will be acceptable but please be minded not to post multiple messages Administrators Ryan Trickey and Pat Weller (Committee member)
- Facebook, Twitter and Instagram accounts - used for communicating coaching sessions and promoting tennis club activities and events. All sites are administered by Ryan Trickey
- All other WhatsApp groups involving tennis club activities by members, such as league team groups and other more informal groups which have been set up by different social groups within the club.

The committee ask that you ensure that what is posted on these public sites is appropriate for all members of the club, including our younger members. Please avoid posting personal views and anything that could be misinterpreted. Appendix A contains a guide to good WhatsApp group behaviour.

If you want to contact a single person, private message them.

The committee reserve the right to remove any posts on any of the above sites if any messages are unkind, disrespectful, or deemed to be inappropriate or the content is not solely related to the sites purpose.

A sub-committee of three committee members (including Pat Weller) will be convened to monitor posts.

If a member posts in contravention of this policy, the message will be deleted and a letter from the committee will be sent out detailing why the post was removed. If the same member breaches the social media use policy for a second time, the committee will consider a future 3-month suspension from all tennis club social media sites. If the member continues to disregard the committee's request for a third time, and all breaches have occurred within a 12-month period, it will hold a disciplinary in line with the club constitution which could result in revoking club membership.

Any appeal by members will be taken to the full committee where a casting vote will be taken.

Following such a vote there is no further right of appeal.

Thank you.

Swanage Tennis Club Committee

Appendix A

Good WhatsApp Group Behaviour and Etiquette

- Give Respect, Get Respect.
- Keep messages short and to the point.
- The content of a message should be relevant to the group.
- No foul, offensive or defamatory language.
- Use direct messages for non-group related chats.
- No sharing of any content from WhatsApp groups to personal social media or websites, with the exception of agreed marketing campaigns for tennis club activities and events.
- No messages of personal promotions or opinions.
- No promoting business or business events.
- Any disagreements are better discussed face-to-face with the person concerned

Be mindful that committee members and coaches volunteer their time.