

# Social Media Policy

For Christchurch Avon Athletic Club

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This policy is broken down into the following sections:

**Policy purpose**

**Social media defined**

**Security and privacy rules**

**Responsible engagement and etiquette**

**Roles and responsibilities**

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## Policy Purpose

The Social Media Policy and Guidelines are created to help maximise the benefits of social media for the Christchurch Avon Athletics Club, its members, and the community it serves. The two main purposes are:

### Prevent

- Online abuse or unlawful messaging
- Disclosure of private or confidential information
- Confusion or disharmony within the club or between clubs

### Promote

- Fun, transparency, and connection
- Inclusion and a diversity of respectfully framed opinions
- Information about events, people, policies, and relevant areas of interest to members.

## Social Media Defined

Every organisation uses various channels to communicate its information and receive information from its members of the community it serves. Social media is usually defined as websites and applications that enable users to create and share content or to participate in social networking. In a way, emails can be included in this but usually, the major platforms are:

- Facebook (including Messenger)

- Instagram
- YouTube
- WhatsApp
- Twitter
- LinkedIn

For social media purposes, Christchurch Avon currently operates or will soon operate the following:

- Facebook
- Instagram

## Security and Privacy Rules

### Accounts

Administration of social media accounts should be the responsibility of a person approved by the Christchurch Avon committee. To spread the workload, the administration duties can be divided among several people although they will need to follow the same rules and guidelines to ensure the security of the accounts and the consistency of messaging. The account security information (such as password) should not be made public and should only be known by the account administrator, any deputy, and the club secretary.

### Privacy

When members sign up to be part of the Christchurch Avon, they provide basic information to the club about age, name, gender, email address which is assumed to be available to other club members without specific permission being granted. Additionally, members also agree, unless otherwise stated, that their photos may be displayed publicly when undertaking club events or activities.

Members can send information, including photos or videos of themselves or children, participating on events relevant to the club (athletics) and request that this be displayed on the club social media feeds. It is up to the Administrator(s) to decide if this is appropriate or not. For Administrators, the questions to ask before posting are as follows:

- Do no harm principle – is this likely to harm the reputation of Christchurch Avon? Is this likely to harm other members of the club or the wider running community?
- Not for profit – is this likely to be viewed as a primarily commercial marketing technique or attempt?

Given the questions and assumptions above, the Administrators will be guided by the principle, if in doubt, ask (those directly affected by the messages or members of the committee for advice) before publishing.

It is reasonable to assume that information that is not offered for public disclosure by the subject of that information, or information of a nature that has no direct relevance to club activities, should, in the first instance, remain private.

## Responsible Engagement and Etiquette

Christchurch Avon club is operated by volunteers who have limited time and resources to conduct club duties. They are often not specialists in the roles they fill but attempt, via their skills and experience, to perform effectively in the role they have accepted. Assistance from members to other members is encouraged. This is particularly useful with social media. Club members may have information that they believe is of value to other members and wish to use the club's social media channels to share this information.

Club posts on social media will be posted by the account Administrator. However, club members are welcome to send information that they see value in being posted to the account Administrator who will then determine, if, when and how the posting will take place. Club members are encouraged to respond to club posts including commenting, sharing, and liking. Commenting allows personalized remarks to be made by club members, including updates, new information, corrections, questions, agreement, suggestions, and so on.

### Behaviour Guidelines

Club members, including Account Administrators and Contributors, need to follow these guidelines when posting and commenting:

- Awareness that ~~of~~ what we say (write) is permanent,
- Be transparent and truthful,
- Disagreements or objections should be taken offline or made as private messages (not included in publicly viewed comment streams),
- Respect the privacy of offline conversations,
- Clarify that your opinions are your own,
- Play nice. Anything you publish should be true and not misleading. If in doubt, ask the committee. Don't post unless you are comfortable,
- Respect and humility in all communication,
- Have fun without belittling or boasting,
- Don't post or share content about potentially traumatic family events, such as, but not limited to illness or bereavement, without the permission of the family affected,
- Honour our differences so no discrimination by sex, race, religion, ethnicity, gender identity, nationality, disability, or marital status,
- If you wouldn't say it in person, don't say it online.

## Social Media Roles and Responsibilities

### Social Media Account Administrator

All approved social media posts will be published by the Account Administrator or deputy. The Account Administrator will be in regular contact with the event group Contributors and clarify, where necessary, what content is acceptable or sought by the club. This will be an opportunity for the Account Administrator to recommend content on a planned basis and any specific content themes that may be appropriate as part of club promotions or general communications.

### Contributor

Each event group will have a designated Contributor who will collate content (wording, photos, videos, docs) ready for posting by the Account Administrator. The Contributor will follow the behaviour guidelines above and make members aware of these when discussing post content.

### Event Groups

**Distance Running** (includes distances 2km and over for all age groups, whether on track, cross country, or road)

**Track & Field** (includes distances less than 2km on the track and all throwing and jumping field events for all age groups)

## Complaints

Christchurch Avon are required to comply with Harmful Digital Communications Act 2015 as an “online content host” and therefore need to follow Section 24 of this act. To comply the following steps will be taken:

- The Christchurch Avon website will include: for any enquiries or complaints, please contact us on [info@chav.org.nz](mailto:info@chav.org.nz)
- The Social Media Account Administrator or deputy will monitor this email daily and acknowledge any complaint within 48 hours of receipt and contact the author of the specific content in question with details of the complaint, ensuring the complainant is concealed if consent has not been provided.
- The Administrator or deputy will take steps to block content if it has breached the club’s behaviour guidelines or deemed by the club President or Secretary to be harmful to the club or its members. Those in breach may be blacklisted if repeated breaches occur or the extent of a breach is considered sufficiently serious.