



UK RS Tera Class Association

## Social media policy

Social media has become extremely popular because it allows people to connect in the online world instantly to form relationships for personal and business purposes. It can take many different forms, including internet forums, weblogs, social blogs, podcasts, pictures and video. Social media is becoming very much a part of the way we communicate with various audiences.

Regular use of these channels of communication enables the UK RS Tera Class Association to maximise opportunities with dynamic information sources and allow the organisation to market itself to a wider and more diverse audience.

However, committee members, coaches, secretarial and members' use of social media can pose risks to the RS Tera Class Association UKs' confidential and proprietary information, and reputation, and can jeopardise the Association's compliance with legal obligations.

This social media policy is designed to encourage the appropriate and effective use of social media platforms, as well as provide guidelines for committee members, coaches, secretarial and members' to exercise personal responsibility when using social media.

### Scope of Policy

This policy covers all individuals working with the RS Tera Class Association UK, whether voluntary or contracted at all levels.

It also covers all members of the UK RS Tera Class Association and third parties who have access to the UK RS Tera Class Association electronic communication systems.

Breach of this policy by voluntary or contracted personnel may result in disciplinary action up to and including a request for resignation or dismissal.

Disciplinary action may be taken regardless of whether the breach is committed during voluntary or contracted hours, and regardless of whether UK RS Tera Class Association equipment or facilities are used.

Breach of this policy by an UK RS Tera Class Association member may result in the Committee suspending or terminating that member's membership of the RS Tera Class Association UK.

The Committee may also prevent such member from participating in UK RS Tera Class Association events and competitions.

Any person suspected of committing a breach of this policy will be required to co-operate with UK RS Tera Class Association investigations.

Committee members, coaches, secretarial and members may be required to remove internet postings which are deemed to constitute a breach of this policy.

### **Appropriate Professional Use of Social Media**

The UK RS Tera Class Association engages with social media on a professional level.

If any committee members, coaches, secretarial and members use social media channels directly or indirectly in connection with the UK RS Tera Class Association they are asked to follow this policy and any other guidelines which are in place to ensure effective and appropriate usage.

#### **When using social media:**

- Use appropriate language
- Think before you post any information online
- Ensure that your profile and any content you post are consistent with the professional image you present in respect of your association with the UK RS Tera Class Association.
- Make it clear in postings that you are speaking on your own behalf. Write in the first person and use a personal email address when communicating via social media
- If you disclose your affiliation with the UK RS Tera Class Association, you must state that your views do not represent those of the UK RS Tera Class Association. For example, you could state, "the views in this posting do not represent the views of the UK RS Tera Class Association."

#### **You must not:**

- Upload content deemed disruptive, threatening, abusive, harassing, obscene, libellous or an invasion of another's privacy – this includes text, audio, photographs and video
- Use the RS Tera Class Association UK name in a derogatory manner or defame or disparage the RS Tera Class Association UK
- Upload content deemed confidential by the UK RS Tera Class Association.
- Infringe the intellectual property of any company/individual –this can create liability for you and the UK RS Tera Class Association
- Use the UK RS Tera Class Association logos, brands, slogans or other trademarks without the UK RS Tera Class Association prior written consent
- Use inappropriate/irrelevant hash tags on Twitter
- Post personal messages through the UK RS Tera Class Association pages on any social media platform
- Breach Data Protection requirements (for example, never disclose personal information about a committee member, coach, secretary or members online)
- Breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than you or by making misleading statements)

Committee members, coaches, secretarial and members should never provide references for other individuals on social or professional networking sites, as such references can be attributed to the UK RS Tera Class Association and create legal liability for both the author of the reference and the UK RS Tera Class Association.

Social media is very much part of the UK RS Tera Class Association strategy moving forward and we encourage the professional use of the various channels on a regular basis.

### **Negativity on Social Media Platforms**

It is important that social media platforms are monitored for negative comments about the RS Tera Class Association UK. If you are aware of negative comments posted on any of our or other pages, please contact any of the RS Tera Class Association committee as soon as possible.

The UK RS Tera Class Association policies and procedures are subject to change from time to time.

The UK RS Tera Class Association reserves the right to amend, supplement and/or discontinue at its absolute discretion, for whatever reason, any or all of its policies and procedures.

Review date:	Reviewed by:
May 2020	Marcus Collingbourne