

# **CARDONALD BOWLING CLUB**

## **MEDIA AWARENESS POLICY**

### **1. INTRODUCTION**

The explosion of online social media networks and the ever-increasing sophistication of mobile devices to allow immediate access to view and update these sites has transformed both personal and professional communications and radically altered the landscape of the traditional communication channels.

New technologies are enabling ordinary people to build new networks, share and comment on information and access content as never before.

As a Club, it is important that Cardonald Bowling Club (C.B.C.) can deliver its messages to target audiences effectively using platforms they are most comfortable with but we must ensure that users can understand and identify with what we say and where appropriate, choose to act on it or share our messages with others.

We recognise the importance of social media networking sites as a significant tool to supplement our more traditional communications channels. We will utilise these platforms to keep our members and other stakeholders informed of our activities, plans, key messages and vital information.

Social media will be used by the Club as a concise and fast platform to inform and engage with the public and increase the online presence of C.B.C. It will also be used as an additional tool to encourage participation and engagement as well as a channel to market our key information.

Where appropriate, we will also support members to use social media platforms to optimise opportunities to promote C.B.C in the correct manner and in accordance with our aims and objectives.

This policy is intended to provide clear guidance on the use of social media by C.B.C and will outline the standards we require members to observe when using our social media sites.

The policy will also provide guidelines to reduce the risk of unacceptable personal use of social networking sites by C.B.C members.

## **2. SCOPE**

This policy is applicable to all C.B.C members. This C.B.C policy will become effective from acceptance at an AGM or EGM.

## **3. RESPONSIBILITIES**

The C.B.C Management Board will manage and maintain the corporate C.B.C social media accounts and post updates and news on them, share information and respond to enquiries that come in via these platforms.

As well as the official accounts, key members of C.B.C have, with the support of Management Board members, set up ancillary accounts to augment the normal channels.

Failure to manage our social media channels correctly has the potential to damage our reputation. Poor management or understanding of social media tools can lead to members posting improper or incorrect information on social media sites. Only designated members will be permitted to update official C.B.C social media sites on behalf of the Club. Any member or members can make content suggestions to the Management team and they will post news, photos and events on behalf of members as appropriate.

- Members using social media accounts on behalf of the Club have a responsibility to provide useful and engaging content to the public, which portrays C.B.C in a professional manner and reflects our aims and objectives.
- Our key C.B.C social media platforms and accounts are Facebook, and our Web Site however; other platforms may be employed as appropriate to support communications campaigns and activities.
- Management Board members will continue to keep abreast of current trends to ensure the best online communication methods are being utilised to their full potential.

- Corporate Communications members will monitor C.B.C social media accounts and produce regular reports, which will be evaluated with an aim to develop our online interaction with a range of audiences.
- Any requests to use social media platforms on behalf of C.B.C should be directed in the first instance to Management Board so that members can discuss plans and provide a level of support to ensure best practice.
- Members should not create any C.B.C social media sites without gaining appropriate agreement from the Management Board.
- The profiles of C.B.C social media sites and related content must be consistent with C.B.C's image. Guidance can be sought from Management Board on these issues.
- Members must not engage in criticising or arguing with fellow members, or the wider public on social media platforms.
- Personnel must not make defamatory statements about C.B.C, individuals or other organisations online.
- Posting content, which could be deemed to be unlawful, abusive, obscene or harmful, which includes sharing or posting links to such content is unacceptable. Any concerns about this type of action from C.B.C members should be passed to the Management Board at the earliest opportunity.
- Members should avoid 'liking', 'favouriting' or 'following' any sites that could be perceived to be posting inappropriate comments of the nature above which could bring the Club or the individual members into disrepute.
- Using social media to bully, or appear to bully or harass, an C.B.C member or any another individual is not acceptable.

- Members must not comment on or disclose any confidential or sensitive C.B.C information including financial information or confidential information about the Club, its partners or suppliers.
- Posting any information or content that is copyright protected, without the permission of the copyright owner is also forbidden.
- Members are required to comply with all Club policies and procedures on PC, tablet and smartphone usage including policies which refer to accessing and operating social media platforms.

There is a risk to members from the misuse of any social media sites. Inappropriate content or posts may give grounds for complaint to and/or disciplinary action by the Club. If in any doubt, contact a member of the Management Board team who will be able to give appropriate guidance.

#### **4. PERSONAL USE**

Social media sites such as Facebook and Twitter are a very useful and popular way for keeping in touch with friends, family and colleagues and exchanging information and news.

However, members who use social media sites should be mindful that they might be more vulnerable to criticism of misuse due to the public profile of C.B.C. They should therefore be aware that as a member of C.B.C, they must not post anything which may bring the Club into disrepute or which could cause distress or offence to fellow members or members of the public through their use of such sites.

Whilst there is no intention to restrict any proper and sensible exercise of any individual's rights and freedoms, it is expected that all members will conduct themselves in such a way as to avoid bringing the Club into disrepute or compromising its reputation, effectiveness or the security of its operations and assets.

All members should be aware that C.B.C takes the posting of offensive material or the harassment, bullying or victimisation of its members or the public via the internet and

all members should be aware that any inappropriate posts made on social media sites might result in action under the C.B.C Disciplinary Procedure and, in extreme cases, civil and criminal law.

A breach of any of the following may lead to disciplinary action;

- Members must not divulge any confidential information or information belonging to C.B.C, any C.B.C partners, suppliers or stakeholders that is not already in the public domain or expand upon such information already publically available.
- Members should not write a blog in an official capacity i.e. representing the views of C.B.C without the permission of Management Board. If, however, they give a personal opinion as an experienced person in a particular field, they must state that it is solely their views and not the view of C.B.C.
- Members must not use any C.B.C logo or other copyright material on any of their social networking communications to avoid giving the inference of official C.B.C endorsement. Communications in this instance shall include all photos, articles, documents or opinions.
- The C.B.C uniform represents the image of the Club and members should therefore ensure that if they are photographed wearing the uniform it is in a manner that is appropriate and respectful to C.B.C.
- Members must not display images or make comments that are clearly offensive or in any way harass, intimidate, bully, victimise or discriminate against other members or members or the public on any social networking site.

## **5. BREACH OF POLICY**

Breaches of the Club Social Media Policy will be taken very seriously and may result in disciplinary action when appropriate.

If you are a member who believes that you are being harassed, bullied or victimised as a result of another member's post to a social media site, which you think may be in breach of this policy, you should make The Secretary aware as soon as is practically possible.