
Key points

- **Everyone is encouraged to use social media to promote and celebrate the activity of our club and its members. This should be done in line with the club's fundamental purpose and values.**
- **When choosing to take part in photos at official club events, members are giving implied consent for the club to use those images via official social media channels. The club may also ask for explicit consent when members register for an official event. Anyone can ask for their image not to be used or removed at any time.**
- **When sharing images on official or personal social media, please consider if you should ask for consent before posting according to the guiding principles in this policy.**
- **If you have any concerns about something that's happened online, please contact our [Welfare Officers](#).**

1. What is this policy for?

- 1.1. This policy sets out guidance for B&H Frontrunners' club (BHFR) social media platforms. This includes the BHFR website, Facebook, Strava, X, WhatsApp, Instagram, and Threads. The general aim of this policy is to provide guidance on using social media whilst encouraging consideration of others and the overall reputation of BHFR.
- 1.2. The guidance in this policy covers both official BHFR social media channels (normally managed by the committee) and relevant social media posted by members (eg. by tagging a BHFR official account or by including images of official BHFR events).
- 1.3. The content of social media posts made by club members using their own personal accounts are the responsibility of individual members.



2. Why does the club use social media?

- 2.1. Social media will be used by BHFR to promote the club and to further its objects (Appendix 1).
- 2.2. With respect to social welfare, this may include advocating, promoting or campaigning for issues relevant to BHFR members (examples might include mental health awareness, trans visibility, International Women's Day, etc).

3. Principles for social media posts involving images of people

- 3.1. When sharing images involving people (members or non-members), members are asked to consider the following general principles. These must be followed for official social media posts.
- 3.2. **Has everyone in the picture given consent?** Consent is implied by choosing to participate in photos at official BHFR events (including runs and social events) providing the image is used to promote the objects of BHFR. Members should notify a committee member if they do not wish their image to be used, or to be removed. Explicit consent is required by individuals in the image when it is used for any other purpose. When members are asked to register for a BHFR event, they may be asked to give their consent for their image to be used on BHFR social media channels.
- 3.3. **Is everyone in the picture aware it was taken?** Be mindful that the image may include individuals in the background.
- 3.4. **Would posting/tagging or using the image for this purpose make anyone uncomfortable?** Particular consideration should be given when using an image of members as part of the club's social welfare objective, eg. when campaigning for a particular cause or raising awareness of a specific social issue.
- 3.5. **Does the image include any minors (under 18)?** Images of minors should be avoided; if used legitimately it should have consent of legal guardians(s). Always consult the BHFR Welfare Officers if you consider anyone in an image to be a minor.



- 3.6. The Committee may offer specific private feedback to individual members to encourage compliance with the above general principles.
- 3.7. Members should be aware of the BHFR [Privacy Policy](#) as part of the registration process.

4. Representing the Club

- 4.1. Only Committee members, and those with the explicit authority provided by the Committee, can claim to represent the BHFR on social media.

5. Managing the club's online presence

- 5.1. BHFR publicity and promotional materials should attempt to demonstrate the vibrant and diverse nature of our members and the LGBTQ+ communities it serves. We recognise that participation may be particularly difficult for certain groups and therefore may take steps to promote the Club in a targeted manner from time to time.
- 5.2. The Committee will be sensitive to the situation of our members and recognise some may not wish for their name or image to be published on official social media channels.
- 5.3. The designated volunteers/Committee officers managing our online presence will seek advice from our designated welfare officer on any potential safeguarding matters.
- 5.4. The designated volunteers/Committee officers will remove any inappropriate posts to official club social media channels by club members, explaining why, and informing anyone who may be affected.
- 5.5. The Committee will ensure all club members are aware of who to contact if they have any concerns about something that's happened online. This will normally be the Welfare Officers.
- 5.6. Any social media posts or correspondence will be consistent with our aims and tone as a club.

BRIGHTON & HOVE FRONTRUNNERS

SOCIAL MEDIA POLICY



Version	Date	Summary of changes
0.1	4 June 2024	First draft
1	25 June 2024	Committee approved version

Review period: 3 years	Next review due by: June 2027
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Appendix: BHFR objects

Objects is the formal term for the broad objectives of a club, as set out in its Constitution. The objects form the foundational principles of the club and should always be considered when making decisions about club activity. The objects can only be amended by a majority 75% vote of members present at a general meeting.

The objects of BHFR are:

- for the public benefit generally, but with particular reference to the LGBTQ+ inhabitants, and their allies, of Brighton and Hove and its surrounding areas;
- to promote community participation in healthy recreation by providing (a) running and such other related sports capable of improving fitness and health and (b) coaching, competition and other services to support these activities;
- to provide and assist in the provision of facilities for sport, recreation and other leisure time occupation of such persons who have need for such facilities by reason of their youth, age, infirmity or disability, poverty or social and economic circumstances or for the public at large in the interests of social welfare and with the object of improving their conditions of life.