



## Yare Boat Club Social Media Policy

### Yare Boat Club and the World Wide Web and Social Media

Yare Boat Club promotes the Club to the wider community through the Yare Boat Club web site. The Club's Webmaster is responsible for updating and posting on this platform and monitors the content.  
<https://www.yareboatclub.org.uk>

### Social Media

Yare Boat Club uses social media such as WhatsApp for closed groups accessed by request only, for uses such as:

- to bring timely information to members, such as bad weather, difficult rowing conditions or river hazards
- to facilitate the organisation of crews and social events
- to share news on racing successes, working parties at the club, other club activities.

### WhatsApp Chat Groups

"YBC Notices" is the official WhatsApp group for messages of this nature to all members. This group is administered and monitored on behalf of the YBC Board and club members are encouraged to join when joining the club. This is used to share important club messages and updates and is considered a good platform for club members to communicate with each other.

"YBC Outings" is the official WhatsApp group that is used by members of the club to find other club members who might like to join a crew or a group for an outing. It is to be used solely for this purpose

Any group member is allowed to post on either chat, however members are encouraged to keep posts to rowing related subjects or subjects of interest to the group as a whole. The closed group is monitored by the Board members and any unsuitable or inappropriate content will be removed as soon as possible and further action may be taken.

### *Informal WhatsApp Groups.*

The club does not undertake to control the use of other closed groups among members, but will expect them to adhere to this social media policy. Complaints about breaches of this policy in closed groups should be brought to the attention of the Yare Boat Club Welfare Officer.

### Social Media Policy

All social networking sites (such as, but not exclusively, Facebook, Twitter, Instagram, YouTube. Etc.) are a useful way for keeping in touch with friends, family and club members, and are also a great way to exchange information and promote the club.

However, members must not forget that what they post on social networking sites may be seen across these networks and are reminded that they must not bring Yare Boat Club into disrepute or cause any distress to any other member. Yare Boat Club recognises that some members will make use of social networking in their own time, using their own equipment. Whilst there is no intention to restrict any proper and sensible exercise of the individual's rights and freedoms, it is expected that all members will conduct themselves in such a way as to avoid bringing Yare Boat Club into disrepute or compromising its goals in providing safe and fun sport and recreational opportunities to all its members.

This policy has been prepared to protect the privacy, confidentiality and interests of Yare Boat Club and its members. This policy only applies to club related issues and is not meant to infringe upon an individual's personal interaction or commentary online. However all members are asked to respect the privacy, confidentiality and propriety of Yare Boat Club and not post anything that might be considered to breach this.

Members should take care when discussing information relating to YBC affairs as discussions can sometimes be misinterpreted and could potentially put other members or the public at large at risk.

All members should be aware that any inappropriate posts made to social media sites could lead to disciplinary action and in extreme cases, civil and criminal liability.

All members must take account of the following before posting to the internet, including engaging in blogging or the use of forums, video sharing or social networking sites. Whilst it is a personal decision, it is suggested that members do not disclose their position as a Yare Boat Club volunteer.

Members should be aware that the Board takes the posting at any time of offensive material, and the harassment, bullying or victimization of members via the internet and social networking sites, including the club's closed WhatsApp groups, very seriously.

A breach of any of the following may lead to disciplinary action up to and including expulsion:

- Members must not divulge any confidential information or information belonging to Yare Boat Club which is not in the public domain or expand upon such information already available in the public domain.
- If any member discloses that they are attached to Yare Boat Club then it must be made absolutely clear that any views expressed do not represent the official position of Yare Boat Club but are the views of the individual.
- Members cannot write a blog in an official capacity unless sanctioned by the Board, i.e. representing the views of Yare Boat Club. If, however, they give a personal opinion as an experienced person in a particular field, they must state that this is solely their view and not the view of Yare Boat Club. Members must not use any Yare Boat Club logo or other copyright material that infers official endorsement of the photograph, article, document or opinion.
- Any photographs of Yare Boat Club members in club kit must not be used to harass, intimidate, or bring the Club into disrepute.
- Members must not display offensive images or make offensive comments, or in any way harass, intimidate, bully, victimise or discriminate against other members.

As a matter of good practice, members are asked to remember that:

- Any material published online may be accessible by any audience greater than anticipated (including the public en masse) and could remain accessible for a long time.
- Social media communications may be misconstrued and so care should be taken before anything is shared online.
- Uncertainties or concerns about the appropriateness of any material should be referred to the Board prior to publication.
- Members should reflect on how they would express their views to others in person and follow a similar etiquette and respect when expressing them online.

### **Board Members' Responsibility**

All Yare Boat Club Board members have a duty to implement this policy and take action if they become aware of any breach of this policy and should explain the Club's policy on the use of social media and networking sites and take steps to promote awareness of this policy.

**What to do if you believe you are being harassed, bullied or victimised via a social networking site**

If you are a Yare Boat Club member who believes that you are being harassed, bullied or victimised as a result of another member's post to an internet site, it is open to you to take the necessary action. Members should contact the Club Welfare Officer for support and guidance on the informal and formal action which can be taken.

**Consequences of not following this policy**

Any member found to be in breach of the above may be subject to disciplinary action such as expulsion from the Club. If they are also found to be in breach of the Data Protection Act 1998, General Data Protection Regulation (GDPR) or other relevant legislation or copyright, it could lead to criminal proceedings and prosecution.