

Social Media Policy

1 Introduction

1.1 Downton Motor Club recognises the importance of using social media channels for communication and engagement with the club's members and the wider public.

The Club also recognises that our members will often have and use their own social media accounts and private/group messaging applications.

Therefore, this policy will be split into two parts:

- **Part 1** – The Club's approach and expectations for those using social media accounts on behalf of the club in order to communicate and engage with members and the wider public. The social media referred to in this policy should be read in conjunction with Part 1.
- **Part 2** – Appropriate personal use of social media and private/group messaging applications.

1.2 What do we mean by social media?

Social media can be defined as any online platform or application (app) that allows people to communicate instantly with each other or to share information in a public or private forum.

This includes, but is not limited to Twitter, Facebook and Instagram. Social media also includes blogs, video and image-sharing platforms such as YouTube and SnapChat.

1.3 What do we mean by messaging apps?

Messaging apps include but are not limited to Facebook Messenger or WhatsApp.

Part 2 of this policy refers to these platforms and all similar products, as well as the social media channels previously defined in this policy.

2 Scope

2.1 This policy covers all Downton Motor Club members and those acting in an official capacity on club events.

3 Policy statement

3.1 Downton Motor Club is committed to providing a professional, innovative and effective communications function, promoting the clubs image and protecting its reputation.

3.2 The purpose of this policy is to ensure the Club's presence on social media, whether through official or unofficial channels, remains professional and respectable.

4 Responsibilities

4.1 All members of Downton MC:

- Must ensure appropriate use of social media which includes the club's social media channels or their own social media accounts or messaging apps when referencing Downton Motor Club or Motorsport UK.
- Must ensure that they are familiar with and adhere to this Downton Motor Club policy.
- Report any inappropriate or unprofessional use of social media to the Club Secretary, Chairman, or Safeguarding Officer.
- Must ensure they adhere to the club's policy and procedure when processing personal data. This is covered in the Club's Privacy Policy.

4.2 Committee members

Must ensure that all members are aware of the Club's Social Media Policy.

Must notify the appropriate officers if social media is being used inappropriately. This includes the Secretary and Chairman, and the Safeguarding Officer.

4.3 Designated committee officers

Manage the social media channels. This includes the selection and deselection of members with administration rights.

Support, advise and provide guidance in relation to the use of social media.

The Chairman, Secretary and Safeguarding Officer have primary responsibility for all social media throughout the club.

Part 1 – Using Downton Motor Club social media accounts

- 4.4 Any member who wishes to set up a new social media account or new group on behalf of the club must seek and secure approval from the committee.
- 4.5 If a member has reason to believe information posted or shared on any Downton Motor Club social media is damaging or harmful, or the account has been compromised, they should advise the relevant committee members urgently. It is vital that Downton Motor Club logs the information and manages public content. Any account security breach must be notified to the relevant committee members ASAP.
- 4.6 Downton Motor Club's general approach to social media content is that it will be frequent, timely, fresh, modern and concise.
- 4.7 All members must adhere to relevant Data Protection regulations and legislation when using Downton Motor Club social media channels as it involves processing personal data.
- 4.8 Downton Motor Club members taking photographs or video of the public to be used on club social media should attempt to obtain consent. If anyone is under the age of 18 then consent should be obtained as a matter of good practice and make it clear that the image may be used on social media and in other club publicity. This consent will generally be achieved through notification in event regulations and publicity.
- 4.9 Where necessary at events, signage should be clear and visible, and should indicate the expected use of the images.
- 4.10 Members are expected to delete images of the public from their phone or camera when no longer required.
- 4.12 The committee will assume consent has been received for photographs and video used on the club's social media channels.

5. Part 2 – Using personal social media accounts

- 5.1 Downton Motor Club accepts individuals may explicitly identify themselves as a member of the club on personal social media feeds, and that through comments may identify themselves as a club member.
- 5.2 Downton Motor Club expects club members to use their own personal social media accounts and messaging apps appropriately and lawfully, regardless of whether they have clearly identified themselves as being part of the club.
- 5.3 Social media and messaging apps can be used for criminal purposes, often associated with hate crime, bullying, harassment, stalking and grooming. Information on any club member using personal social media accounts or messaging apps to commit a criminal offence will be passed to the police for further investigation.
- 5.4 Any member using personal social media accounts or messaging apps in this manner will be seen as failing to comply with this policy and the club Code of Conduct, and could be subject to sanction by the club.
- 5.5 Club members may express an opinion or view of the club on personal social media accounts or messaging apps. Downton Motor Club expects members to be reasonable and appropriate when doing so.
- 5.6 The club expects all members to adhere to the following guidance in relation to personal social media use:
 - Do not post or forward a link to abusive, discriminatory, harassing, derogatory, defamatory or inappropriate content, including incidents they may have been involved in that may be subject to a criminal investigation.
 - Never disclose private or confidential information.
 - You are personally responsible for the content that you publish – beware that it will be public for many years.
 - Avoid social media communications that might be misconstrued in a way that could damage the club's reputation, even indirectly.
 - Do not post anything that other members or the wider community would find offensive, insulting, obscene and/or discriminatory.

6. Audit and monitoring

- 6.1 The policy will be reviewed on yearly basis unless legislative or club requirements change.

7. Associated documents

Reference to the Motorsport UK Social Media Policy and Guidance.

Next review October 2024