



PHOENIX CANOE CLUB LIMITED - SOCIAL MEDIA POLICY

Context:

Phoenix Canoe Club Limited uses social media in its work and recognises that those who are involved with the club or centre may also use social media as part of their role. A written policy is therefore required for all staff, volunteers and stakeholders on the acceptable use of social networking on behalf of Phoenix Canoe Club Limited.

Scope and Purpose of the Policy

The purpose of this policy is to provide guidelines for Phoenix Canoe Club and Phoenix Outdoor Centre staff, volunteers and trustees when using social media tools on behalf of the club/outdoor centre. It is also to safeguard users who contribute content on behalf of the club/outdoor centre.

Social media is considered to be any method or channel by which communication is published online and for consumption en masse, e.g. Facebook, Twitter, Instagram, You Tube. Although other communications methods such as email, SMS and Whatsapp are not in the strictest sense social media platforms, this policy can nevertheless be used as a guide to communication with Phoenix Canoe Club members on these channels.

Purpose of using Social Media platforms:

The use of social media can be a great way to share information about the activities and news about Phoenix Canoe Club Limited and its members and users; sharing pictures and comments on recent past events can demonstrate in a positive way what the club provides.

Phoenix Canoe Club encourages the responsible use of social media. The purpose of this policy is to set out what is expected from our volunteers when using social media. It is important to remember that we are all ambassadors for the charity and that social media is never private.

Current social media accounts for Phoenix Canoe Club and Phoenix Outdoor Centre:

The table below states Phoenix Canoe Club and Phoenix Outdoor Centre's Social Media pages/accounts and administrators:

Name of platform/Phoenix page or handle	URL to Phoenix page	Administrators	Last updated (date)
Instagram	https://www.instagram.com/phoenixoutdoorcentre/	Mark Underwood Ruby Shefras Jack Day	Jan 2024
Facebook/Phoenix Outdoor Centre & Canoe Club	https://www.facebook.com/Phoenixoutdoorcentre/	Mark Underwood Mandy Gordon Jack Day	Jan 2024

To create a new Social Media account for Phoenix:

1. In the first instance, any new social media account must be approved by at least 3 of the club's trustees, with a clear description of the account's purpose
2. Each social media account must have a minimum of 3 Administrators
3. Only approved social media accounts/pages may use the Phoenix copyrighted logo.

Social Media Policy Do's and Don'ts

The aim of this section is to provide clear guidelines on how to apply this policy in practice. It will also help volunteers draw a line between their private lives and their volunteering activity on social media, and protect Phoenix Canoe Club against liability for the actions of volunteers. This section also aims to be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

For Account Administrators

Do:

1. Have a minimum of 3 account administrators per social media account.
2. Review/update account administrators regularly, to make sure they are still the most appropriate people (e.g. if an administrator leaves the club, their permissions should be removed and a new administrator appointed)
3. Post positive information regarding upcoming club events such as taster sessions, club river trips, social events etc.
4. Post positive information about recent events that have happened, e.g. photos or a summary from a recent river trip
5. Post interesting Kayaking or Canoeing related information, e.g. kayak book review, advice on kit, information about rivers etc.
6. Read and moderate comments from other users: remove or hide from public view anything that is offensive
7. Escalate anything which infringes on our safeguarding policy to the club Safeguarding Officer
8. Think before you post: if you're not sure, don't do it

Don't:

1. Use people's full names in comments: use first names or nicknames only
2. Tag people in pictures: people can tag themselves if they wish.
3. Ask people to publicly provide personal information (such as contact details): we can use the platform private message function (PM), or provide a club email address or phone number which people can contact should they wish
4. Add content (whether text or images) that contains personally identifiable information (PII)
5. Upload images of anyone (regardless of age) who is in the process of getting changed or in swimwear (e.g. after a river trip) or in a state of undress
6. Promote/target content to children under the age of 13 (the age at which most platforms set their minimum age requirement)
7. Tease or bully club members or other people
8. Make sexually suggestive or other inappropriate comments about anyone (under 18 or not)

For individuals associated with the club in some way (e.g. coaches, river leaders, trustees, helpers), who may use their personal social media accounts for Phoenix Canoe Club purposes:

1. Follow the guidelines above when posting or commenting on posts about or on behalf of Phoenix Canoe Club, or when you identify yourself as a member of Phoenix Canoe Club
2. Consider whether it is appropriate to 'friend' a club member who is under 18, taking account of your role at the club

Remember, inappropriate use of social media can pose risks to our confidential / proprietary information and reputation, and can jeopardise our compliance with legal obligations. Any inappropriate use of social media in the context of Phoenix Canoe Club will result in a review of those in administrative positions, and if necessary those administrator permissions will be removed.