



Ilminster Bowling & Tennis Club Social Media Policy

Introduction

Ilminster Bowling & Tennis Club recognises that the use of social media is now an everyday part of life and is deeply aware of the benefits that its correct use may have, particularly in keeping stakeholders informed and raising the profile of the sport amongst a wider audience. This Policy outlines Ilminster Bowling & Tennis Club commitment to the use of social media whilst protecting the interests of its Members and the sport of Bowls and Tennis.

Social media is broadly defined as any website or application that enables users to create and share content or participate in social networking. For the purpose of this Policy, all references to social media include the following:

- Blogs
- Facebook
- Instagram
- Instant Messaging Services
- LinkedIn
- Skype
- Snapchat
- Twitter
- YouTube
- WhatsApp

The definition of social media covered by this Policy also includes any similar services available now or in the future.

Application

This Policy applies to all use of social media by any Staff, Management Committee, Members or Visitors (including Individual Members/Players), or any Third Party working for or on behalf of Ilminster Bowling & Tennis Club .

Social Media - Benefits

Social media offers a number of potential benefits to Ilminster Bowling & Tennis Club and its Members, including:

- Ease of communication
- Additional revenue streams
- Increased exposure

Social Media – Risks

Each individual must be aware that any information posted onto the internet (which includes social media) where others have access is available for public viewing. It is often forgotten that anything said to one person might be seen by a great many others. Once posted, it is not then possible to say it was not meant, or that it was a private comment, and not intended for onward distribution or publication.

Other potential risks may include:

- Cyber bullying
- Sexual grooming
- Exposure to inappropriate and/or illegal content
 - Theft of personal information
 - Defamation
 - Criminal activities

Duty of Members (including Individual Players)

When using social media Ilminster Bowling & Tennis Club expects all those covered by this Policy to adhere to the

following:

- You must not post information or make comments that could bring Ilminster Bowling & Tennis Club into disrepute or which are derogatory or disrespectful in any way to Ilminster Bowling & Tennis Club or anyone associated with it.
- Comments should not be speculative or have an actual or likely negative impact on Ilminster Bowling & Tennis Club reputation or cause embarrassment to Ilminster Bowling & Tennis Club , its partners, employees or clients or be intended to do the same or be posted without proper regard to the potential for harm.
- You shall not post any pictures or statements that may embarrass another member of Ilminster Bowling & Tennis Club or the club itself.
- Examples of unacceptable comments or postings are creating, accessing or circulating any material that:
 - Could potentially result in an operational or reputational risk to Ilminster Bowling & Tennis Club or anyone associated with Ilminster Bowling & Tennis Club.
 - Contains profanity, obscenities, derogatory or abusive remarks.
 - Could be viewed as containing discriminatory material whether on the grounds of race, sex, sexual orientation, disability, age, nationality, religion or belief, pregnancy, or gender re-assignment.
 - Contains nudity or images of a sexual nature that could cause offence.
 - Could be construed as libellous by the person about whom the comment is made.
 - May have the effect of creating an intimidating or hostile environment for others.
 - Could lead to allegations of bullying or harassment even if this is not on the grounds of someone's protected characteristic i.e. sex, race, disability etc. even if the person about whom the comment is made has not seen the comment.

- Discloses confidential information or information that is not readily available to those outside of Ilminster Bowling & Tennis Club (this would include any information given in confidence that is reasonable for Ilminster Bowling & Tennis Club to consider as confidential).

Where any offending material has been posted and this is brought to the attention of Ilminster Bowling & Tennis Club you will be asked to remove the offending content and may face further disciplinary action.

Disciplinary Action

Should anyone bring Ilminster Bowling & Tennis Club, it's Members or the sport of bowls into disrepute, then this may be classed as bringing the sport into disrepute and appropriate action may be taken as per the Ilminster Bowling & Tennis Club disciplinary policy or if rising to higher breach t Bowls England Regulation 9.

Communication

Ilminster Bowling & Tennis Club will endeavour to respond to all communication received via social media platforms within three working days in line with the timescales in place for all other communications. However, it is recognised that social media should not be used for the notification of competition results for which formal systems of notice are in place.