

Kingston upon Hull AC Social Media Policy

This policy is designed to guide the conduct of members of Kingston upon Hull Athletics Club (KUHAC) while using social media.

KUHAC is a family club where athletes of all ages and abilities should expect to be able to enjoy their sport in a safe and supportive environment.

Social media provides an excellent way for club members to keep in touch and continue to provide a sense of community and support long after athletes have left the track or the training session.

It is not an outlet for members to conduct sensitive or confidential business, or for detailed discussions relating to individuals or club matters to take place.

This policy is designed to ensure all users of the club's social media forums are clear on expected behaviours and how they can help to maintain an effective, useful and supportive online presence for the club and its members.

1. Scope of policy

The primary method of social media communication for KUHAC is Facebook, both for the road running section and track and field.

For the purposes of this policy, the definition of social media includes, but is not limited to, Facebook, Twitter, WhatsApp and Instagram. It shall also include any public online platform upon which members post comment or opinion about the club, or any other online platform owned or used by the club such as the KUHAC website or any apps used or subsequently developed.

This policy applies to all members of Kingston upon Hull Athletics Club regardless of age, which section of the club they compete in or for, and irrespective of any positions of leadership or authority held.

It also applies to any individual who is not a club member but has been accepted as a guest of KUHAC's social media groups or platforms. This includes, but is not limited to, coaches who work alongside the club, runners or athletes from neighbouring clubs, and parents of KUHAC athletes but who are non-members themselves.

Should a parent be concerned that a child does not fully understand the policy and/or how it applies to them when using social media, it is the parent's responsibility to explain the appropriate conduct expected.

This policy is designed to complement the existing KUHAC Code of Conduct and all relevant rules governing conduct and behaviour as set out by England Athletics.

2. Accepted behaviours

The term 'behaviour' covers personal conduct online, including but not limited to comments made, photographs, video or documents posted, or other activity carried out in open Facebook groups/pages, and in closed Facebook groups where approval to become a member is required.

It applies to members' conduct in forums which may be private, such as Facebook Messenger groups, but where non-members of the club are present.

Every individual using KUHAC social media forums is reminded that the audience for each social media platform is likely to run into the hundreds, will include minors (u18s), and in most cases, individuals who are outside of the club membership.

KUHAC members' behaviour in these forums is therefore deemed to reflect on the club as well as on the individual.

Respectful, appropriate and measured behaviour is particularly important for those in positions or perceived positions of authority, such as committee members, captains, coaches and officials. Those occupying such positions are seen as role models; they should lead by example and act as positive ambassadors for the club.

2.1 Content and behaviours we expect to see

Members should be polite and respectful at all times

Members should ensure content is relevant to the audience with which it is being shared

Members should avoid conducting detailed planning or discussion of events/activities through the main club pages. Facebook events, separate Messenger groups or WhatsApp groups should be considered as alternative methods of limiting discussion to only the relevant people.

Members should be considerate of other members' privacy and dignity, and respond promptly to any requests to observe this (e.g. if a member asks for photos of themselves to be removed)

Members should always seek permission before posting any personal data relating to another member such as a phone number or email address

Members have a right to be able to find important club updates quickly and easily. All members should therefore keep club pages clear of content which is better suited to their own personal pages (e.g. photos of race numbers received, new running shoes purchased or running-related "funnies"/internet memes). Posts should be considered in line with the guidance at Section 3 below, in order to ensure the group(s) are not saturated with content leading to key information subsequently becoming lost

Road Runners: Facebook 'events' should be created and used in order to keep all information, photos, updates and results from a particular race in one place, away from the

main Facebook page. Please check to see if one exists for the event you are taking part in, and if not, feel free to create the event yourself for others to join. (More information in Section 4).

Accepting that not all members will be mutual Facebook friends, members creating events or issuing invitations which are aimed at all club members should endeavour to ensure all members are included or receive an invitation. This could be through any combination of Facebook, social media, WhatsApp, twitter or email.

Permission for photos to be shared on social media is often part of event terms and conditions, and for KUHAC purposes is considered to have been given by the athlete or their parent/guardian at the time an individual competes or poses for a picture, ***unless consent has been expressly denied***. However, members can request that information about themselves including but not limited to photographs be removed from KUHAC social media at any time.

Members are asked to be mindful that comments made on their own personal pages/feeds, or their conduct in groups or forums outside the immediate club social media pages/groups, may still be deemed to reflect on KUHAC if:

- The member's profile picture, cover photo or other publicly available images show them dressed in KUHAC apparel
- Other publicly available information such as your cover photo or personal profile identify you as a member of KUHAC
- The member holds a prominent position of authority within the club and/or is named as holding this position on the club website or in other publicly available documentation

2.2 Content and behaviours we will not tolerate

Bullying in all its forms, including (but not limited to) discrimination on the grounds of race, religion, sexual orientation, gender identity, nationality, disability, age, physical appearance or other protected characteristics

Purposeful exclusion or ostracising of individuals

Comments or activity which bring, or are seen to bring, the club into disrepute

Disputes, arguments or disagreements or harassment being conducted through social media, whether personal or linked to club issues

Retaliation through social media for something which has occurred offline

Open or public criticism of another individual – this includes criticism of their performance, ability, experience or other duties carried out in the name of the club. Any such issues should be addressed offline and directly between the individuals concerned, not played out in a group forum.

‘Naming and shaming’

Use of offensive language or comments intended to upset or offend.

Presenting information in ways which are designed to mislead, defame or disadvantage others

Circulation of crude or potentially offensive material including GIFs, videos and static images

Nudity, sexual references or pornographic material

Comments or activity which are deliberately goading or provocative – explicit or implicit

Making malicious or false statements about an individual or group of individuals

Any activity which contravenes expected behaviours set out in the KUHAC code of conduct and rules governing EA affiliated athletes (as appropriate), or any other behaviour considered to be inappropriate by members of the KUHAC Committee

3. Guidance on posting

Most KUHAC members will also be followers/friends with many of their team mates on Facebook, twitter etc in addition to using shared space within the club pages.

Before making a post in a club page or feed, therefore, some questions which are useful to consider include:

- Is this the right place for this post/content?
- Should this be on my personal page /feed instead?
- Will this be of any use to my team mates?
- Has someone else already posted this?
- What would someone who doesn't know me think about what I'm posting?
- How does this reflect on me?
- How does this reflect on the club and my colleagues?
- How would I feel if I was on the receiving end?

If you are unsure whether your intended post is appropriate, please seek guidance from a page administrator.

4. Use of Facebook Events (KUHAC Road Runners Members Only page only)

A members survey conducted in 2019 told us that road runners feel too much irrelevant information is being shared in the Facebook group. As a result, important information relating to core club business e.g. training sessions and venues, is being lost.

All road runners are now asked to use/create Facebook Events for information relating to a particular race or activity.

At the point a member signs up to a race, they should check to see if an event has already been created. If so, the member should click 'Going' and will then receive all future updates and notifications posted in the event group.

If an event does not currently exist, or where a member is organising an activity themselves, the member should create one, and include core information such as time, date, venue, distance and pace(s) catered for, then invite other members of the road section to join.

The following is a list of topics we would then expect to see discussed/posted within the event page so as to avoid cluttering the main club page(s):

- Travel arrangements / lift sharing
- Meeting points
- Good luck / well done messages
- Team photo opportunities
- Logistical questions e.g. about the venue, race etc
- Advice on appropriate kit
- Team photos taken at the event (NB this makes it much easier for photos to be sourced for the KUHL Runnings newsletter)
- Links to post-race photographs on other websites, Facebook pages or flickr
- Links to official race results

5. Facebook page administration

Administration rights for the club Facebook pages will be set as follows:

Kingston upon Hull Athletics Club

Chairman (Track and Field) and committee members

Kingston upon Hull Road Runners

Chairman (Road Runners) and sub committee members

KUHAC Road Runners - Members Only

Chairman (Road Runners) and sub committee members

Any requests to provide or be given access rights beyond these roles should be agreed with members of the main committee/sub committee before being granted.

Those who have been granted 'admin rights' to any or all of the above pages reserve the right to remove or delete any post which is considered to be inappropriate (in line with the expected behaviours listed above). In such instances, the admin will remove the post and then make contact with the author to provide an explanation for its removal.

Those with admin rights are expected to behave impartially and must not use their additional rights for their own purpose, advantage or benefit.

All club members and guests using KUHAC social media platforms are expected to promptly bring to an admin's attention any post which is in clear contravention of the expected behaviours above.

6. Failure to adhere to the policy

Where the conduct of a KUHAC member (or other guest of KUHAC social media platforms) is considered to have fallen outside the agreed scope of this policy, they can expect:

- The post to be removed or amended as appropriate by a page administrator
- To be contacted directly to advise why their post has been removed or amended

If an admin is unsure whether to amend or remove a post, they should seek a second opinion from another administrator.

Members who repeatedly ignore or fail to adhere to this policy could face any one of, or a combination of, the following consequences:

- Temporary or permanent removal or blocking from the social media group or platform
- Temporary suspension or permanent removal from the club membership
- Issues/conduct referred to the club's Safeguarding Lead if appropriate
- Issues/conduct reported to England Athletics the club's governing body

Depending on the nature of the issue, KUHAC Committee or sub committee members will discuss and agree the appropriate course of action, should this become necessary. However, we would always seek to resolve any issues respectfully and amicably in the first instance, without the need to carry out any of the actions cited above.

7. Complaints

If you have a complaint involving social media, please direct this to the Chairman of either the KUHAC Committee (track and field athletes) or the Road Runners sub committee (road runners) in the first instance. Complaints should provide sufficient detail about the posts/conduct in question and outline where the complainant feels the perpetrator has contravened this social media policy. The Chairman will bring this to the attention of the relevant group and, following discussion with members, a response will be provided from the group / action taken if deemed appropriate.

NB The club expects all members to abide by this policy as a term of membership. The committee and sub committee will not consider complaints relating to personal disputes which are being conducted in the club's social media groups, but such posts are likely to be deleted by group admin. We would always encourage members to resolve personal disputes amicably without the involvement of other members and without impacting upon the harmony of the club.