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## Social Media Policy

### **Severn Motor Yacht Club – (SMYC)**

#### **Scope**

This policy refers to the use of social media, which includes both private and business-oriented social networking websites (e.g. facebook, twitter, LinkedIn etc), and all other internet postings including blogs.

The principles of this should be applied to all kinds of online communication, including, for example, personal websites and blogs, discussion boards, email groups and instant messaging. The policy sets out the expectations for the conduct of SMYC Committee and SMYC members in relation to the use of social media, whether for business or personal purposes when associated with SMYC.

This policy applies to SMYC Committee and SMYC members.

Breach of this policy may result in disciplinary action up to and including revoking mooring and caravan hard sanding along with dismissal of SMYC membership.

Anyone suspected of breaching this policy shall be required to cooperate with any SMYC committee investigation which may involve SMYC

#### **Definition of Social Networking**

Social networking is defined as an online service, platform, or site that focuses on building and reflecting social networks or social relations among people, who, for example, share interests and/or activities. A social network service essentially consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Social networking sites allow users to share ideas, activities, events, and interests within their individual networks.

#### **Use of Social Networking Sites**

SMYC Committee and SMYC members can derive benefits through engaging with social media, both at a corporate and individual level and having a corporate presence on social networking sites can lend credibility and provide a platform for encouraging responsible use.

SMYC media posts will be managed by SMYC committee that has the authority to process to address and remove any adverse, abusive, threatening or defamatory comments posted to SMYC own pages on social media sites by SMYC Committee, SMYC members and members of the public whether these comments are directed at SMYC generally, SMYC Committee and SMYC members



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In the event that a SMYC Committee and SMYC members are concerned as to the nature of any comment posted to any of SMYC social media pages concerning, SMYC, SMYC Committee and SMYC members, this should be brought to the attention of the SMYC committee.

SMYC retains the copyright to any material posted to any forum, social media site, newsgroup or chat room by any SMYC Committee member and SMYC members.

### **Responsibilities of all SMYC Committee and SMYC members**

When accessing and using social media, SMYC Committee and SMYC members must ensure that they conduct themselves in a way which reflects positively on the organisation. When using social media outside of the club environment, SMYC members should be aware that when posting information, they are not authorised to represent SMYC to express a view on behalf of SMYC. Chat rooms and newsgroups are public forums where it is inappropriate to reveal confidential company information, personal data relating to other individuals, details of members, e.g. complaints, or any other material covered by existing SMYC policies and procedures. The expression of opinion on websites, social networks or similar sites could inadvertently reveal information which is not suitable for public consumption and SMYC Committee and SMYC members should be mindful of this and ensure they do not engage in inappropriate behaviour.

### **Examples of inappropriate behaviour include:**

- Comments that may damage the reputation of SMYC, regardless of whether SMYC is named directly or identifiable in any other manner
- Photographs or videos of SMYC Committee and SMYC members behaving inappropriately which may be linked to SMYC or which include a SMYC identifier such as logos, trademarks, premises etc
- Posting comments or photographs of SMYC Committee and SMYC members without their express consent
- Using SMYC identifiers, such as logos or trademarks without the express consent of SMYC.
- Posting threatening comments, bullying or harassing SMYC Committee and SMYC members and others.
- Derogatory, disparaging, defamatory, discriminatory or offensive comments regarding SMYC Committee and SMYC members or others.
- The disclosure of confidential information relating to SMYC Club, SMYC Committee and SMYC members others.

It is important to note that once a comment is posted on social media, it ceases to be private.



Overall, any comment which falls within the above categories or which is otherwise considered by SMYC to be against policy or to have brought the SMYC into disrepute may be considered gross misconduct and will be dealt with under the disciplinary procedure.

### **Monitoring compliance**

SMYC reserves the right to monitor internet use and the use of social media to ensure policy compliance.

No SMYC Committee member or SMYC members should have any expectation of privacy as to his or her usage of the SMYC's IT facilities, equipment or systems.

SMYC reserves the right to investigate personal facebook or similar social media sites if any matter comes to its attention which it considers may constitute a potential breach of this policy.

SMYC reserves the right to require the closure of any applications or removal of content published by SMYC Committee and SMYC members which is deemed by the SMYC to constitute a breach of this policy. Failure to comply with any such request may result in further disciplinary action being taken.

### **Review**

This policy will be reviewed annually and will be amended or updated as and when required.