

DCC Social Media Policy

Document record	Date	Signed
Date Created	2018	
Last Reviewed	September 2023	AO
Reviewed	November 2024	LE
Review Due	November 2025	

Aim

To minimise the risks associated with the use of social media that can impact the wellbeing of the Club's members and its reputation, so that all members can enjoy the benefits of social networking by applying the standards of conduct expected by the Club.

Purpose of Club's use of Social Media

To provide a means of promoting the Club and paddlesport and for communicating between members of the Club.

Definition

For the purposes of this policy, social media includes the Club's Instagram, WhatsApp and Facebook pages.

T.H.I.N.K. before you post

- T** - Is it **T**True?
- H** - Is it **H**Helpful?
- I** - Is it **I**Inspiring?
- N** - Is it **N**Necessary?
- K** - Is it **K**Kind?

The Golden Half-dozen

1. **Use common sense.** Think about the impact your comments could have on others and aim to avoid causing upset to anyone. You should use your best judgment at all times; if you are uncertain if something is inappropriate or questionable then do not post it.
2. **Mind your manners.** Be respectful, kind and civil. You should not tolerate discrimination or hateful comments about anyone. Refrain from publishing comments about other clubs, paddlers, coaches or other waterway users, or any controversial or potentially inflammatory subjects.
3. **No personal attacks or harassment.** Expressing your opinion is fine but being rude in the way you express it or expressing discriminatory views is not. The Club strongly discourages attacks or threats against an individual or a group. Examples of an attack on or threat to a person or a group include (but are not limited to) any posting that:

- i. Directly insults another person (for example, 'the previous poster is an idiot') – disagreeing with someone is fine but do not make it personal.
- ii. Harasses, degrades or intimidates an individual or group of individuals on the basis of religion, gender, sexual orientation, race, ethnicity, age or disability.
- iii. Threatens violence or harm to any particular person or group (for example 'If you say anything like that again, I am going to find you and make you shut up').
- iv. Makes provocative comments that have no scientific or factual basis and are intended or are likely to aggravate others ('Only stupid people fall in').

4. **Respect copyrights and fair use.** Always give people proper credit for their work. Make sure you have the right to use something before you publish, for example photographs taken by someone else.

5. **Be aware of confidentiality.** In your posts, only reference information that is publicly available. Do not disclose any information that is confidential whether it be your own or someone else's without prior consent, for example a personal telephone number of another member. Whenever a photo is going to be taken and used: make sure the individual knows; and you must get parental consent if the photo is of a young person or junior member. If their use is permitted, photos of junior members of the Club should not be "tagged" as it would allow them to be identified and then potentially traced. Photos of senior members of the Club should only be "tagged" with the prior consent of the member concerned for the same reason.

6. **Security.** The Club is responsible for reviewing what is posted on its social media outlets and resolving any concerns raised with what has been posted.

However, if you suspect account hacking or find a blogger or any other online participant posting an inaccurate, untrue or negative comment about the Club or anyone associated with the Club, you should not respond but seek advice from the Club Welfare Officer.

Reporting

Zero tolerance. The Club will not tolerate any posting of offensive messages or material on its social media outlets. Offending posts will be removed and the Club Welfare Officer will be asked to consider whether it is appropriate to discuss the issue with the person responsible for the post. Repeat instances of offending posts could lead to the individual responsible being removed from the group or, if warranted, facing disciplinary action in line with Club Rules (Section 6 Expulsion and Disciplinary Action).

Cyber bullying and Safe-guarding. The Club takes seriously any allegation of online bullying between members. Any concerns raised will be investigated thoroughly and appropriate action taken to deter or sanction anyone found bullying. Safeguarding is everyone's responsibility, as is creating and maintaining the high standards of behaviour expected of people in Paddlesport.

If you spot it, report it. Everyone is encouraged to report concerns of misuse or inappropriate use of the Club's social media outlets to the Club Welfare Officer in the first instance.