



Charity Number: 1143129

## **Burton Wheelchair Rugby Club Social Media Policy**

**Effective Date:** 31<sup>st</sup> October 2024

### **1. Purpose**

This social media Policy outlines the principles and guidelines for the use of social media by members, officials, and associates of Burton Wheelchair Rugby Club ("the Club").

### **2. Scope**

This policy applies to all Club members, officials, volunteers, and associates who engage in social media activities on behalf of or in relation to the Club.

### **3. General Guidelines**

- **Respect and Courtesy:** Always interact on social media with respect and courtesy. Avoid offensive, discriminatory, or defamatory remarks.
- **Accuracy:** Ensure that any information shared is accurate and not misleading. Correct any mistakes promptly.
- **Confidentiality:** Do not share confidential or proprietary information about the Club, its members, or its activities without proper authorization.
- **Representation:** Only authorized individuals may represent the Club on official social media channels. Personal opinions should be clearly stated as such.

### **4. Conduct on Social Media**

- **Positive Promotion:** Use social media to positively promote the Club and wheelchair rugby. Highlight achievements, events, and member stories.
- **Respect Privacy:** Do not post personal information about other members without their consent. Be mindful of privacy settings and permissions.
- **Intellectual Property:** Respect copyright, trademark, and other intellectual property rights. Do not use the Club's logo or branding without permission.

## 5. Content Guidelines

- **Appropriate Content:** Ensure that all content shared is appropriate for a public audience. Avoid content that could be considered offensive or inappropriate.
- **Engagement:** Encourage constructive dialogue and engagement with followers. Respond to questions and comments in a timely and respectful manner.
- **Monitoring:** Regularly monitor social media channels for inappropriate content. Report any issues to the designated Club official.

## 6. Personal Use of Social Media

- **Separation of Roles:** Clearly differentiate between personal and professional social media use. Personal accounts should not be used to conduct Club business.
- **Behaviour:** Members should be mindful that their behavior on social media can reflect on the Club, even when posting in a personal capacity.

## 7. Breach of Policy

Breaches of this policy may result in disciplinary action, up to and including termination of membership or association with the Club.

## 8. Review and Updates

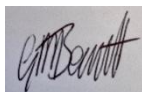
This policy will be reviewed periodically and updated as necessary to ensure it remains relevant and effective.

## 9. Contact

For questions or more information about this social media Policy, please contact:

Glyn Bennett  
Chairman  
Burton Wheelchair Rugby  
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07535 695403

.Signed:



**Glyn Bennett**  
Chairman  
Burton Wheelchair Rugby  
Date: 31<sup>st</sup> October 2024