



Skerries Sailing Club

Social Media Policy

1. About this policy

This policy is in place to minimise the risks to members, Club employees and Skerries Sailing Clubs (SSC) activities through use of social media.

This policy deals with the use of all forms of internet (e.g., email) and social media use. Email & Social media is a type of interactive online media that allows parties to communicate instantly with each other or share data in a public forum. This includes but is not limited to Facebook, LinkedIn, Twitter, Google+, Wikipedia, Whisper, Instagram, Tumblr and all other social networking sites, internet postings and blogs.

This policy covers all SSC members and Club employees and may be amended it at any time.

All members and Club employees are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media should be reported to the SSC Committee.

2. Compliance with the Policy

Social media should never be used in a way that breaches any of SSCs other policies, e.g., SSC's "Code of Conduct" Policy;

For example, members and Club employees are prohibited from using social media to:

- do anything that could be considered discriminatory against any individual or amount to bullying or harassment or post images or links to content that are discriminatory or offensive;
- breach any data protection policy (for example, never disclose personal information about another member online);

3. Guidelines for responsible use of social media

Members and Club employees must be respectful to others when making any statement on social media and be aware that they are personally responsible for all communications which will be published on the internet for anyone to see.

If an individual is uncertain or concerned about the appropriateness of any statement or posting, please refrain from posting it.

If an individual sees social media content that disparages or reflects poorly on another member, a Club employee or SSC activities, they should contact a member of the SSC Committee.



4. Personal use of social media

SSC recognises that member and Club employees make use of social media in a personal capacity. Reasonable and appropriate personal use of social media from SSCs computer system is permitted so long as it does not involve inappropriate content.

In using social media for personal purposes, whilst an individual might not officially be acting on behalf of the SSC, members and Club employees alike must be aware that such activity can affect SSC and its reputation if the individual is identified as being a member and or a Club employee.

Any publicly available communications that a member or a Club employee makes in a personal capacity through social media must not be in breach of this policy.

5. Prohibited use

Members and Club employees must avoid making any social media communications that could bring SSC into disrepute by:

- making defamatory comments about individuals (whether they be members, non-members, Club employees or linked to SSC in any other material respect), or other organisations or groups.
- posting images that are inappropriate or links to inappropriate content.
- discussing SSC internal affairs.

6. Legislative Implications

Members and Club Employees need to be cognisant of the legal implications of certain content and activity on social media.

Members and Club employees should not:

- Use copyrights, trademarks, publicity rights or other rights without the necessary permission.
- Post defamatory content i.e., content that may damage an individual's reputation.
- Breach privacy rights of others under GDPR legislation.

Members and Club Employees should ensure they take extra care then posting any content relating to children and underage members. In general, any content should be relating to events and activities rather an individual child or underage member. Content relating an individual child or underage member requires parental written permission beforehand.



7. Reporting

Any instances of inappropriate use of social media should be reported to an SSC Officer.

8. Breach of this policy

Any members action, which undermines the policy objectives, may also be treated as an act of misconduct or gross misconduct.

Any Club employee's action, which undermines the policy objectives, may be treated as an act of misconduct or gross misconduct. Any instances of breach or any action, which undermines the policy objectives will be followed up and may result in disciplinary action being taken against Club employees.

Such action could result in dismissal of the Club employee.

Any member or Club employee suspected of committing a breach of this policy will be required to co-operate with the SSC Committee on an investigation of a suspected breach of this policy and may be requested to remove any social media content that is considered to constitute a breach of this policy. Failure to comply with such a request may result in being considered as an act of misconduct or gross misconduct.