



SOCIAL MEDIA POLICY

SCOPE

This policy applies to all members of **Phoenix Sports & Recreation** and to all uses of social media.

PURPOSE

This policy aims to ensure that **PS&R** is not exposed to legal and governance risks through the use of social media and that its reputation is not adversely affected.

This policy also aims to ensure that members and users of **PS&R** are protected whilst using social media and feel empowered to contribute to online activity.

SOCIAL MEDIA DEFINITION

Social media is an interactive online media that allows users to communicate instantly with each other or to share data in a public forum. It includes social and business networking websites such as Facebook, Instagram, Twitter and LinkedIn. Social media also covers video and image sharing websites such as YouTube, as well as writing or commenting on a blog (whether it is your own or the blog of another person), taking part in discussions on web forums or message boards or even taking part in online polls. This is a constantly changing area with new websites being launched on a regular basis and therefore this list is not exhaustive. This policy applies in relation to any social media that members may use.

Any content which raises a safeguarding concern must be reported to the Compliance team in line with the reporting procedures, outlined in the **PS&R** Safeguarding Policy.

SOCIAL MEDIA RULES

PS&R recognises that many members make use of social media in a personal capacity. While members are not acting on behalf of **PS&R** in these circumstances, members must be aware that they can still cause reputational damage to **PS&R** if they are recognised online as being one of its members. Therefore, it is important that **PS&R** has strict social media rules in place to protect its position.

When logging on to and using social media websites and blogs, members and users of **PS&R** must not:

- Conduct themselves in a way that is potentially detrimental to **PS&R** or brings the company or its members, customers, contractors or suppliers into disrepute, for example by posting images or video clips that are inappropriate or links to inappropriate website content.
- Allow their interaction on these websites or blogs to damage working relationships with or between members, customers, contractors, sponsors or suppliers of the company for example by criticising or arguing with such persons.



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- Include personal information or data about **PS&R** members, clients, customers, contractors, sponsors or suppliers without their express consent (any member may still be liable even if members, clients, customers, contractors, sponsors or suppliers are not expressly named in the websites or blogs as long as the company reasonably believes that they are identifiable) – this could constitute a breach of the Data Protection Act 1998 which is a criminal offence.
- Make any derogatory, offensive, discriminatory, untrue, negative, critical or defamatory comments about the company, its members, clients, customers, contractors, sponsors or suppliers (any member may still be liable even if employees, clients, customers, contractors or suppliers are not expressly named in the websites or blogs as long as the company reasonably believes that they are identifiable).
- Make any comments about **PS&R** members that could constitute unlawful discrimination, harassment, or cyber-bullying contrary to the Equality Act 2010 or post any images or video clips that are discriminatory or which may constitute unlawful harassment or cyber-bullying. Members can be personally liable for their actions under the legislation.
- Disclose any trade secrets or confidential, proprietary or sensitive information belonging to the company, its members, clients, customers, contractors, sponsors, or suppliers or any information which could be used by one or more of the company's competitors, for example information about the company's work, its products and services, technical developments, deals that it is doing or future business plans and staff morale.
- Breach copyright or any other proprietary interest belonging to the company, for example using someone else's images or written consent without permission or failing to give acknowledgement where permission has been given to reproduce particular work – if employees wish to post images, photographs or videos of members or clients, customers, contractors, sponsors or suppliers on their online profile, they should first obtain the other party's express permission to do so.

Members and any users of **PS&R** must remove any offending content immediately if they are asked to do so by the company.

Members and any users of **PS&R** should remember that social media websites are public fora, even if they have set their account privacy settings at a restricted access or 'friends only' level, and therefore they should not assume that their postings on any website will remain private.

If any member or any users of **PS&R** is unsure about whether a blog, tweet, post, comment or photo is acceptable, they should always consult **PS&R**.



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Members and any users of **PS&R** must also be security conscious when using social media websites and should take appropriate steps to protect themselves from identity theft, for example by placing their privacy settings at a high level and restricting the amount of personal information they give out, e.g. date and place of birth. This type of information may form the basis of security questions and/or passwords on other websites, such as online banking.

Should members and any users of **PS&R** notice any inaccurate information about the company online, they should report this to **PS&R Business Manager** in the first instance.

POLICY ENFORCEMENT

Breaching the terms set out within this policy could result in the offending content being removed and the member or any users of **PS&R** responsible being suspended from using social media as a representative of the company.

Content published, which causes damage to **PS&R** or its members may lead to disciplinary action being taken against the responsible members and any users of **PS&R**. In respect of members, depending on the seriousness of the offence, it may amount to gross misconduct and could result in the termination of membership. In the case of users of **PS&R** they will be excluded.

REVIEW

This policy will be subject to regular review and amendment.