



Social Media Policy

This policy has been developed to outline protocols for use of Social Media within Portadown Boat Club by members, parents and associates.

The policy applies to but not limited to personal web space such as social networking sites (for example Facebook, MySpace), blogs, micro-blogs such as Twitter, chat rooms, forums, podcasts, open access online encyclopaedias such as Wikipedia, social bookmarking sites such as del.icio.us and content sharing sites such as Flickr and YouTube. The internet is a fast moving technology and it is impossible to cover all circumstances or emerging media - the principles set out in this policy must be followed irrespective of the medium.

This policy has been produced so that all members, Coaches, Parents and Associates are aware that referring to any activities related to Portadown Boat Club on such social networking sites does carry risk and should be used with caution.

For the purpose of this Policy, social networking is defined as an online service, platform, or website that focuses on building social relationships among people, who, for example, share interests and/or activities.

- You must not engage in activities involving social media which might bring Portadown Boat Club into disrepute.
- You must not represent your personal views as those of Portadown Boat Club on any social medium.
- You must not use social media and the internet in any way to attack, insult, abuse or defame fellow members, committee or associates of Portadown Boat Club, their family members. This includes references to gender, race, sexual orientation, religious beliefs, sporting ability, or otherwise.
- You must be accurate, fair and transparent when creating or altering online sources of information on behalf of Portadown Boat Club.

If Coaches and Committee members wish to communicate with members through social media sites or to enable rowers to keep in touch with one another, they can only do so with the approval of the Committee and through official Portadown Boat club sites.

Social Networks must not be created sites for trivial reasons which could expose Portadown Boat Club to unwelcome publicity or cause reputational damage.

Be aware that the content or site may attract media attention. All media enquiries must be forwarded to the Secretary and/or Captain to deal with. Members must not communicate with the media without the advice or approval from the Secretary or Captain.

Any breach of this policy will lead to disciplinary action being taken against the member/s involved and may result in membership being revoked and suspended without refund.