



The Clubhouse, Harbour Street, Nairn, IV12 4PH
<http://www.nairnsailingclub.org/>

Nairn Sailing Club Social Media Policy

Revised April 2021

This policy has been created to provide clear guidelines on how social media should be used by Nairn Sailing Club: office bearers, volunteers, participants, parents, management and committee. The above are all actively encouraged to interact with all forms of social media employed by the club but are respectively asked to adhere to these guidelines.

Use of Social Media:

An increasing number of people are expressing themselves on social-media platforms, both privately and commercially. In the UK alone, over 90% of the online population access some form of social media on a monthly basis. Corporately, the use of social media is also on the rise with many clubs and associations now represented by a presence on Facebook, Twitter, YouTube, Instagram, Snapchat or Wikipedia. The development of these communication channels brings many positive opportunities to Nairn Sailing Club. This includes the ability to interact further with volunteers, participants, committee, visitors, tourists, friends and families building the reputation of both Nairn Sailing Club and the local community to a wider audience. However, there are also potential risks. Fundamentally, these are public communication channels and, as such, due care and attention must be shown when communicating in this area. Posting of online content in blogs, forums and social networking sites has the potential to cause long-term reputational harm to Nairn Sailing Club and to individual volunteers.

Definition of Social Media:

The principles of this policy apply to all forms of social media including blogs, microblogs (e.g. Twitter), social networks (e.g. Facebook), video and photo sharing (e.g. YouTube, Instagram), discussion forums, message boards and collaborative environments (e.g. Wikipedia).

Official Use of Social media:

The club has a committee collective role in coordinating and to protect and promote Nairn Sailing Club through social media. Functions include:

- Regular monitoring of social media including Facebook, Twitter, Instagram and Wikipedia.
- Ensuring appropriate action is taken when comments on social media could be damaging to Nairn Sailing Club.
- Ensuring social media output and commentary adheres to the requirement of the club's protection of vulnerable group's policy.
- Providing helpful, proactive information to "fans/friends" via messages, pictures and tweets.
- Providing feedback to the committee on comments and trends detected via social media.
- Use of social media should conform with the Club Policy on protection of vulnerable groups.
- The committee reserves the right to vet any social media content/communication and request removal of any which it feels do not align with interest, policies or objectives of Nairn sailing club.

Private Use of Social Media:

This policy does not apply to your personal use of social media platforms where you make no reference to Nairn Sailing Club. As a club we respect personal accounts and data protection and as above encourage personal interaction on any Nairn Sailing Club media platforms. The club request that all members and associated members, when communicating on any public communications, does not to bring the club into disrepute. If you are using social media and through your profile or posted content your affiliation to Nairn Sailing Club is known or can be identified, the following rules should be adhered to: -

- If you come across an issue where there is a reputational risk to Nairn Sailing Club, please raise this with the committee.
- If you are commenting on a water sports issue, you must make clear that your opinions are your own, are not endorsed by Nairn Sailing Club and do not constitute an official communication from Nairn Sailing Club.
- You should not disclose any non-public information.
- Do not post any content that would reflect badly on Nairn Sailing Club.
- You must avoid commenting on any topics that conflict with your role within Nairn Sailing Club.

The success of any Nairn Sailing Club online profile is only as good as the people that use it and as the club drives to be as professional as possible, we would welcome your cooperation and collaboration in driving forward our media presence in a positive and inspiring manner.