



Nairn Sailing Club

Social Media Policy

Document Control:

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Update History

Version number	Changes summary	Author	Date
1.1	2021 document updated for review	Stuart Fox	16 April 2025
2	Document updated to V2	Stuart Fox	13 May 2025

Introduction

This social media Policy outlines the expectations for appropriate online behaviour for all individuals associated with Nairn Sailing Club. Our aim is to protect the club's reputation, ensure safe and respectful interactions, and support the responsible use of digital platforms to enhance our community and visibility.

Social media channels bring many positive opportunities to Nairn Sailing Club. This includes the ability to interact further with members, volunteers, participants, Board, visitors, tourists, friends, and families building the reputation of both Nairn Sailing Club and the local community to a wider audience.

There are, however, also potential risks. As public communication channels, 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 individuals.

Definition of social media

This policy applies to all online communication platforms including, but not limited to:

- Social networking sites (e.g., Facebook, Instagram, Threads)
- Microblogging platforms (e.g., Twitter/X)
- Video sharing (e.g., YouTube, TikTok)
- Messaging services (e.g., WhatsApp, Messenger, Discord)
- Forums and collaborative environments (e.g., Reddit, Wikipedia, blogs)
- Club-managed websites and internal platforms

Official use of social media

The Board, or designated Communications Officer(s), are responsible for managing official Nairn Sailing Club social media accounts. Responsibilities include:

- Creating and posting regular, relevant content to promote the club and its activities
- Moderating comments and user interactions to ensure respectful and inclusive dialogue
- Monitoring public sentiment and flagging any reputational risks
- Responding appropriately to comments, questions or complaints made via social media, if appropriate
- Ensuring compliance with safeguarding and privacy policies, especially relating to children and vulnerable groups

Private use of social media

While members are free to express themselves online, if your profile or content links you with Nairn Sailing Club in any way, you are expected to:

- Represent the club positively and respectfully
- Never share confidential or sensitive club information (e.g., internal decisions, member details)
- Avoid posting or endorsing offensive, discriminatory, or inappropriate content
- Not engage in online disputes or negative discussions that could reflect poorly on the club
- Respect safeguarding policies and never post images or names of junior members without parental consent and Board approval

Safeguarding and GDPR

All content involving young people or vulnerable adults must comply with our **Safeguarding Policy** and UK **Data Protection (GDPR)** regulations. This includes obtaining appropriate consents before publishing names, photos, or videos.

A summary of 'Do's and Don'ts'



- Be respectful, positive, and inclusive.
- Share club news and celebrate achievements.
- Report any concerning posts to a Board member.



- Post negative comments about the club, members, or competitors.
- Share private club matters or decisions publicly.
- Upload images of children without permission.

Breaches of this Policy

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

Any behaviour or content that breaches this policy may result in:

- A request for the content to be removed.
- A formal warning from the Board.
- Suspension or termination of membership in serious cases. The Board reserves the right to take appropriate action depending on the nature and impact of the breach.