

## CHRISTCHURCH ROWING CLUB SOCIAL MEDIA

### **PROTECTING OUR REPUTATION**

Christchurch Rowing Club (CRC) welcomes and encourages the appropriate use of social media by its members. Indeed, CRC uses social media to promote the club to a wider community through the official CRC website and some closed Facebook pages.

Given social media is an instant form of communication (be it written, photographic, video or audio) that stands as public comment, the Club expects members portray themselves via social media in a manner that reflects well on the club.

CRC official website.....  
CRC official facebook page.....  
CRC official twitter page.....  
CRC official Instagram page.....

### **POSTINGS, BLOGS, TWEETS, EMAILS, photographs, video and audio**

Members are welcome to use other forms of social media (Twitter, What's App, Snapshot, Instagram, blogs etc.) for their specific crew needs, but they are still expected to demonstrate good behaviour when using these platforms for club-related activities.

Please take care never to comment or respond to a comment in a way that may be construed as negative or derogatory towards others. Nor should members put themselves in a situation where they may harm their reputation, or the reputation of the club.

This statement only applies to your behaviour as a Club member and is not meant to infringe upon an individual's personal interaction or commentary online. However all members are asked to respect the privacy, confidentiality and propriety of CRC and those working on their behalf, and not post anything that might be considered to breach this. Members should take care when discussing information relating to CRC affairs as discussions can sometimes be misinterpreted and could potentially put other members or the public at large at risk.

The club may also, at its discretion, set up a secure networking facility that can only be accessed by certain individuals. Such a platform will be monitored and anyone publishing any material (whether written, audio or visual) that is in any way abusive, libellous, insidious or likely to cause offence or bring the Club into disrepute will be removed immediately from the platform and may face disciplinary action.

### **INFRINGEMENTS**

All members should be aware that any inappropriate posts made to social media sites could lead to disciplinary action and in extreme cases, civil and criminal liability.

If you are a CRC member who believes that you are being harassed, bullied or victimised by another club member' on social media, you have the option to take appropriate action. The CRC club will support you.

In the first instance, if feasible, try to resolve the issue directly with the other member - explaining to the instigator why what they said makes you feel this way .If that doesn't work, raise the issue with a fellow club member (This could be coach, squad leader, captain or member of the committee).

Members should contact the Club Welfare Officer for support and guidance on the informal and formal action which can be taken at [welfareofficer@christchurchrowingclub.co.uk](mailto:welfareofficer@christchurchrowingclub.co.uk).

**British Rowing has the following guidelines click on link to access:**

- Seven Golden Rules for Information sharing.....
- Text and Email messaging.....
- Using Social Networking Services and Social Media .....

**\*DEFINITION OF SOCIAL MEDIA**

Social media shall be taken to mean any websites or applications that enable a member to create and share content or to participate in social networking with another member.

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