

Ski Club of Manchester Social Media Policy

Updated 16th June 2024



The Ski Club of Manchester understands that everyone involved in the Club must recognise the responsibility to safeguard all members and officials of the Club. Club officials and members need to act responsibly, and this includes the use of social media

The Club must have a responsibility to ensure safeguards are in place. Members and Officials must ensure they communicate responsibly.

The Club has the following social media channels and the information set out on this social media policy is applicable to all forms of the Club's social media channels (unless stated otherwise).

Media	Privacy	Description
Instagram Account	Open and publicly viewable. Members cannot create posts. The Club's Instagram account is operated by our social media officers.	Sharing photographs and videos of our activities to help us celebrate the successes and achievement of all our members, provide a record of our activities and raise awareness of our organisation.
Facebook Site	Closed – Private Group (only members can join, is moderated). All members can post to the group.	Used for members to share photos, news items, publicise events and merchandise.
Specific WhatsApp Groups	Closed – Private Groups (only members attending the specific event are invited to join and groups are then not reused). All members can message the group.	Used for Club officials to communicate important information and for member-to-member communication.

Members must:

1. Avoid hostile or harassing communications in posts and other online communications. Harassment is any offensive conduct based on a person's race, sex, gender identity, national origin, colour, disability, age sexual orientation, veteran status, marital status, religion or any other status identified by [The Equality Act 2010](#).
2. Identify all copyrighted material with citations and links. When publishing direct paraphrased quotes, thoughts, ideas, photos or videos, give credit to the original publisher or author.
3. Refrain from publishing comments about other clubs.
4. Only publicly share photographs taken in a public setting.
5. Not name members on Instagram (or make members personally identifiable), unless this has been specifically requested by the member or permission has been granted by the member directly.
6. Know how to report the abuse or misuse of images.
7. Keep any inappropriate text or email messages sent to them as they may form part of any subsequent investigation.

8. Not distribute personal details via an online group (e.g. Facebook or WhatsApp) including mobile numbers and email addresses.
9. Not reveal information about how the Club is operated (including financial status), the password required to access the 'Members only' area of the Club website nor any content from that part of the website.
10. For members under the age of 18 parents must know who the Club Welfare Officer is and how to contact them ([see here](#)) if they have concerns about the content of any social media site in relation to the welfare of their child.
11. Not block all Social Media Officers from Facebook as this will hinder moderation.

Photography and Recorded Images

Ski Club of Manchester recognises that:

1. The welfare of all our members including children, young people and adults at risk taking part in our activities is paramount.
2. There are potential risks associated with sharing images of children and young people online and therefore parental consent must be granted before taking photographs of children and young people under the age of 18.
3. Sharing photographs and videos of our activities can help us celebrate the successes and achievement of all our participants, provide a record of our activities and raise awareness of our organisation.
4. There is no legal power to prevent photography or filming in a public place.
5. It is not practical for the Club to ask for consent of every member of every picture taken in a public setting when photos are to be shared via the Club's public-facing social media channel (Instagram). Members can opt out of such sharing by contacting our Social Media Officers.

Social Media Reporting Procedures

1. In relation to Facebook and or WhatsApp Groups, If a member wishes to report an abusive or offensive post or message, the member, should at first contact the member who submitted the post. If for any reason they do not wish to do, or the poster refuses to take action, the member may contact the Club's Social Media Officer to discuss the matter further, in confidence.
2. All reported items will be reviewed with respect to this policy by the Club's Social Media officer and edited or removed as appropriate.
3. Only the official Club Social Media Officers have the authority to remove offensive or abusive posts. Should the post originate from a social media officer, the request to remove the item should be routed to the alternative Social Media Officer.

A breach of this policy will be considered by the Ski Club's Executive Committee

All reports of cyberbullying and other technology misuses will be investigated fully and may result in notification to the police where the Club is obliged to do so. Sanctions may include, but are not limited to, suspension, or banning from the Club. Members must be aware that where a crime has been committed, they may be subject to a criminal investigation by the police.