**Norwich City ABC Social Media Policy**

This policy is intended to help employees of Norwich City ABC make appropriate decisions about the use of social media such as Twitter, Facebook, Google+ and LinkedIn. Other social media includes but is not exclusive to blogs, video, picture blogging and audio.

This policy outlines the standards Norwich City ABC requires staff to observe when using social media, the circumstances in which Norwich City ABC will monitor your use of social media and the action that will be taken in respect of breaches of this policy. The principles of this policy apply to use of social media regardless of the method used to access it - it covers static and mobile IT/computer equipment, as well as work and/or personal smartphones etc.

**Who is covered by the policy**

This policy covers all individuals working at all levels and grades, including the committee.

**Why use social media**

Social media enables us to attract new boxers and volunteers, celebrate success, develop relationships and to communicate with members of the club.

**Responsibility for implementation of the policy**

The committee has overall responsibility for the effective operation of this policy.

All staff are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All staff should ensure that they take the time to read and understand it. Any breach of this policy should be reported to the committee and questions regarding to the content or application of this policy should be directed to the chairman.

**Appropriate use of social network from representatives of the club and general Guidance when posting something related to / on behalf of Norwich City Boxing Club.**

You are also personally responsible for what you communicate on social media sites **outside the gym**, for example at home, in your own time, using your own equipment. You must always be mindful of your contributions and what you disclose about the club. For further details, see ‘General Guidance when posting something related to / on behalf of Norwich City Boxing Club‘ below.

The following conditions must be met for personal use to continue:

* use must be appropriate and inoffensive.
* use must be used to promote the values / ethos of the club using our motto, Respect, Achieve, Believe, Together.
* use must not be used to belittle, abuse or intentionally offend anyone.
* Do not write something that you would not be prepared to say to someone face to face.
* When posting on a social media website, assume that anybody can access that post.
* Check the privacy settings of your social media accounts. This will determine the extent to which the information you share is accessible.
* Determine whether you are participating in a personal or official capacity and consider whether your opinions and activity are appropriate.
* Never share personal details such as home address or telephone numbers.
* Remember that participating in social media results in your comments being permanently available and open to being republished by other media outlets.
* Respect confidentiality and be aware that safeguarding, libel, copyright and data protection laws apply.
* Be aware that any interaction with social media may attract interest from the wider media.
* Never use social media to insult anyone directly or indirectly.
* Do not post or forward a link to any abusive, discriminatory, harassing, derogatory, defamatory or inappropriate content.
* A member of staff who feels that they have been harassed or bullied, or are offended by material posted by a colleague onto a social media website should inform the chairman.
* Never disclose commercially sensitive, anti-competitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with the secretary.
* Do not post material in breach of copyright or other intellectual property rights.
* Be honest and open but be mindful of the impact your contribution might make to people’s perceptions of the club.
* You are personally responsible for content you publish – be aware that it will be public for many years.
* When using social media for personal use, use a disclaimer, for example: ‘The views expressed are my own and don’t reflect the views of my club’. Be aware though that even if you make it clear that your views on such topics do not represent those of the organisation, your comments could still damage our reputation.
* You should avoid social media communications that might be misconstrued in a way that could damage our club reputation, even indirectly.
* Do not post anything that your colleagues or our customers, clients, Norwich City ABC partners, suppliers or vendors would find offensive, insulting, obscene and/or discriminatory.
* If you have disclosed your affiliation as a member of our organisation you must ensure that your profile and any content you post are consistent with the professional image you present to client and colleagues.