



# Norfolk Snowsports Social Media Statement

Norfolk Snowsports Club uses social media in its work and recognises that those who are involved in its work may also use social media either as part of their role or in their private lives. This statement is supported by a more detailed policy (copy available upon request to the Club Manager) and should be adhered to by all staff, and stakeholders as to the acceptable use of social networking at work.

This statement deals with the use of **all** forms of social media and **all** other internet postings, including blogs. It applies to the use of these communications media both for volunteering and personal purposes and its potential implications to Norfolk Snowsports Club. The statement applies regardless of the equipment being used to access the social media portals.

This statement links to all other guidelines and therefore social media should never be used in a way that breaches any of the club's other guidelines that apply to volunteers.

Inappropriate use of social media can pose risks to the clubs confidential and proprietary information, reputation and can jeopardise our compliance with legal obligations. To minimise these risks the club expects its volunteers to adhere to this statement.

If a staff member or volunteer is found to be in breach of this statement, the Club Manager will address this.

- ✓ Staff members and volunteers may be required to remove internet postings which are deemed to constitute a breach of this statement.
- ✓ Staff members and volunteers are personally responsible for what they communicate in social media (as part of their role or on personal sites). Remember that what is published might be available to be read by the public, including Norfolk Snowsports Club members/staff, colleagues, volunteers, future employers, and social acquaintances. Please keep this in mind before you publish content.
- ✓ Publicity consent approval must be sought from the Club Manager prior to posting images or text which may be used on social media.
- ✓ Norfolk Snowsports Club does not permit tagging of vulnerable adults or anyone under the age of 18 in any posts or published content.
- ✓ There is no obligation for staff or volunteers to link their personal social media to any Norfolk Snowsports Club social media.
- ✓ Staff members and volunteers are not permitted to set up social media accounts for Norfolk Snowsports Club purposes without prior agreement from

the Club Manager.

- ✓ If you disclose your affiliation as a volunteer or member of staff of Norfolk Snowsports Club, you must also state that your views do not represent those of the organisation you are volunteering with. For example, you could state, *"the views in this posting do not represent the views of Norfolk Snowsports Club"*.
- ✓ Confidentiality must always be respected, and you must remember to protect confidential information. You should be mindful of Data Protection/GDPR rules and if in doubt speak to the Club Manager. Confidential information includes, but is not limited to, things such as unpublished details about our work, club members, details of current projects, future projects, financial information, or information held by our supporters, staff or volunteers.
- ✓ Avoid posting comments about sensitive Norfolk Snowsports Club related topics, such as our performance or financial matters. Even if you make it clear that your views do not represent those of the Club, your comments could still damage our reputation.
- ✓ If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making it until you discuss it with the Club Manager.
- ✓ If you see content in social media that disparages or reflects poorly on Norfolk Snowsports Club or our members, you should report it to the Club Manager. All volunteers and staff are responsible for protecting our reputation.

**Updated May 2022**