V1 | DECEMBER 2025

Social Media Policy

1. Purpose

This policy sets out how members, volunteers, coaches, and committee members should use social media when representing or engaging with the Running Club. Its aim is to protect the club's reputation, safeguard members, and encourage positive, inclusive communication.

2. Scope

This policy applies to:

- Official club social media accounts (e.g., Facebook, Instagram, Strava, WhatsApp groups).
- Any personal social media use where the club is identifiable (e.g., club kit, club name, location, member tags).

3. General Principles

- Be **respectful**, **inclusive**, and **supportive**.
- Avoid posting anything that could be considered **offensive**, **discriminatory**, **harassing**, or **bullying**.
- Protect the **privacy** and **safety** of all members.
- Ensure the safeguarding of junior club members aged under-18 years (minimum membership age is 15 years)

4. Official Club Accounts

Only authorised committee members or designated volunteers may:

- Post on behalf of the club
- Respond to messages or comments
- Create and manage official groups

Posts should:

- Reflect the club's values and positive culture
- Be accurate and fact-checked

- Avoid commenting on unverified incidents or disputes

5. Personal Use of Social Media

Members are welcome to share their running achievements and club involvement, but must:

- Avoid posting content that might damage the club's reputation
- Not use the club name or logo for political, commercial, or controversial purposes
- Refrain from engaging in arguments or criticism on behalf of the club
- Consider who you are interacting with - you may come into contact online with under 18s. Familiarise yourself with safeguarding regulations in relation to engaging with under 18s.

6. Photography and Video

- Always obtain consent before posting identifiable photos or videos of other members, especially juniors.
- For junior runners, photos may only be shared according to safeguarding guidelines and with parent/guardian consent.
- Do not tag or identify individuals without permission.

7. Safeguarding and Welfare

- Members must be at least 16 years old before joining any club WhatsApp chats/groups
- Report any inappropriate or concerning online behaviour involving a club member to the Club Welfare Officer immediately.
- Bullying, harassment, or abusive behaviour in any club-affiliated online space will not be tolerated and may lead to disciplinary action.

8. WhatsApp / Messaging Groups

- Groups should be used for club-related communication only.
- Admins may remove members who post inappropriate, offensive, or irrelevant content.
- Junior groups must always include a responsible adult admin and follow safeguarding rules.

9. Data Protection

- Do not share members' personal information (addresses, contact details, medical info, etc.) on social media.
- Membership data must not be used to add people to unofficial groups or mailing lists.

10. Consequences of Misuse

Breaches of this policy may result in:

- Removal of posts
- Removal from official groups
- Suspension from club activities
- Referral to relevant governing bodies if required

11. Questions or Concerns

For clarification or to report a concern, contact:

- The Club Welfare Officer
- The Club Secretary

Contacts can be found on the Hardley Runners website Contact Us page.