

## **Dunmow Velo Cycling Club – Social Media Policy**

The aim of Dunmow Velo is to be a friendly organisation that welcomes cyclists of all abilities and puts safety as our first priority. As part of this aim the club takes care in how it handles information and communicates with members and other interested parties. The Club takes every step it can to be open and transparent in terms of how it communicates.

The only official channel of communication with members is through email from the Membership email list and via the Club website ([www.dunmowvelo.co.uk](http://www.dunmowvelo.co.uk)).

The growth and popularity of social media sites, mobile technology and mass communication is of great benefit in helping individuals connect. The use of social media has, in part, enabled the Club to generate awareness and grow.

The following points are an overview of how the Club wishes to embrace these communication channels. It is easy to forget just how instantaneous these channels are, so here is some guidance that should help to keep us all on the straight and narrow, and to explain what's what. Common sense should prevail in all instances. It is not possible or desirable to cover every possible situation but further guidance can be sought from the Club's Officials on any points of detail.

As a simple rule, if you are posting information on social media, be it video, photographs or the written word, before you post anything; ask yourself "could it be offensive to others? Unless you are sure it will not cause offence, do not post it.

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### **Email**

For paid up Club members only and will be used to send out occasional newsletters, meeting notices and notifications of Rides and other activities organised through the Club Website.

Members will have the option to opt out of the Ride Notification distribution lists.

### **Website** <https://dunmowvelo.co.uk/>

To be used for the notification of events or activities directly associated with the club, e.g. arranging rides, passing on information, results and promoting the club. Club Constitution, rules, guidance and other information is available via the website. Club Officials will retain the right to remove or edit any activity posted on the website. The site will be open to all viewers via the World Wide Web.

The Website has fantastic capability whereby Members can post rides and contact all other members in order that they are planning on a ride and would welcome others to join them. As funds allow, the Club will continue to develop the functionality of the website to make it even easier for members to plan and organise rides.

### **Facebook**

The Club has two pages on Facebook, a page that is open to all to view and a Members only page. The purpose of the presence on Facebook page is to promote awareness of the Club, encourage people to contact us, take up cycling and join us on Club or Member organised rides.

The Group is intended to promote and convey information that is relevant to the Club. In general, the Group is open for any Facebook user to read, and this should be borne in mind when Group members post comment, photographs, news, etc.

Any posts of a purely commercial nature or that are deemed to be offensive or bringing the Club or its activities into disrepute may be removed at the discretion of Club Officials without prior notice.

In all situations these media platforms are not to be employed for personal gain, commercial or vested interest. Where reasonable we may expect notices to appear promoting allied local services that relate to the Club's members and local supporters.

Any breach of etiquette or persistent misuse may result in censure or revocation of membership of the Group, or Club.

### **General**

The club recognises that Members may wish to set up their own groups using any number of Social Media platforms (eg Whatsapp, Twitter, Instagram etc) where they talk about their own and club activities. Where these are not directly controlled by the Club, the Club requests that people refrain from using Club logo or imagery in the groups identity.

All of these media platforms have the ability to broadcast opinions and commentary instantaneously – as such we would encourage any contributors to refrain from posting any material which may bring the Club or its Members and activities in to disrepute. Where the Club has administration rights over posts on Social Media sites, the Club reserves the right to remove any post or comment that is deemed to go against its aims of the guidance above.

As a simple rule, if you are posting information on social media, be it video, photographs or the written word, before you post anything; ask yourself "could it be offensive to others? Unless you are sure it will not cause offence, do not post it.

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