



RS Tera Class Association UK

SOCIAL MEDIA POLICY

Social media has become extremely popular because it allows people to connect in the online world instantly to form relationships for personal and business purposes.

It can take many different forms, including internet forums, weblogs, social blogs, podcasts, pictures and video.

Social media is becoming very much a part of the way we communicate with various audiences.

Regular use of these channels of communication enables the RS Tera Class Association UK to maximise opportunities with dynamic information sources and allow the organisation to market itself to a wider and more diverse audience.

However committee members, coaches, secretarial and members' use of social media can pose risks to the RS Tera Class Association UKs' confidential and proprietary information, and reputation, and can jeopardise the association's compliance with legal obligations.

This social media policy is designed to encourage the appropriate and effective use of social media platforms, as well as provide guidelines for committee members, coaches, secretarial and members' to exercise personal responsibility when using social media.

Scope of Policy

This policy covers all individuals working with the RS Tera Class Association UK, whether voluntary or contracted at all levels.

It also covers all members of the RS Tera Class Association UK and third parties who have access to the RS Tera Class Association UK electronic communication systems.

Breach of this policy by voluntary or contracted personnel may result in disciplinary action up to and including a request for resignation or dismissal.

Disciplinary action may be taken regardless of whether the breach is committed during voluntary or contracted hours, and regardless of whether RS Tera Class Association UK equipment or facilities are used.

Breach of this policy by an RS Tera Class Association UK member may result in the Committee suspending or terminating that member's membership of the RS Tera Class Association UK.

The Committee may also prevent such member from participating in RS Tera Class Association UK events and competitions.

Any person suspected of committing a breach of this policy will be required to co-operate with RS Tera Class Association UK investigations.

Committee members, coaches, secretarial and members may be required to remove internet postings which are deemed to constitute a breach of this policy.

Appropriate Professional Use of Social Media

The RS Tera Class Association UK engages with social media on a professional level.

If any committee members, coaches, secretarial and members use social media channels directly or indirectly in connection with the RS Tera Class Association UK they are asked to follow this policy and any other guidelines which are in place to ensure effective and appropriate usage.

When using social media:

- Use appropriate language
- Think before you post any information online
- Ensure that your profile and any content you post are consistent with the professional image you present in respect of your association with the RS Tera Class Association UK.
- Make it clear in postings that you are speaking on your own behalf. Write in the first person and use a personal email address when communicating via social media

If you disclose your affiliation with The RS Tera Class Association UK, you must state that your views do not represent those of The RS Tera Class Association UK. For example, you could state, "the views in this posting do not represent the views of The RS Tera Class Association UK."

You must not:

- Upload content deemed disruptive, threatening, abusive, harassing, obscene, libellous or an invasion of another's privacy – this includes text, audio, photographs and video
- Use the RS Tera Class Association UK name in a derogatory manner or defame or disparage the RS Tera Class Association UK
- Upload content deemed confidential by The RS Tera Class Association UK
- Infringe the intellectual property of any company/individual – this can create liability for you and the RS Tera Class Association UK
- Use the RS Tera Class Association UK logos, brands, slogans or other trademarks without the RS Tera Class Association UK prior written consent
- Use inappropriate/irrelevant hash tags on Twitter

- Post personal messages through the RS Tera Class Association UK pages on any social media platform
- Breach Data Protection requirements (for example, never disclose personal information about a committee member, coach, secretary or members online)
- Breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than you or by making misleading statements)

Committee members, coaches, secretarial and members should never provide references for other individuals on social or professional networking sites, as such references can be attributed to the RS Tera Class Association UK and create legal liability for both the author of the reference and the RS Tera Class Association UK.

Social media is very much part of the RS Tera Class Association UK strategy moving forward and we encourage the professional use of the various channels on a regular basis.

Negativity on Social Media Platforms

It is important that social media platforms are monitored for negative comments about the RS Tera Class Association UK. If you are aware of negative comments posted on any of our or other pages, please contact any of the RS Tera Class Association committee as soon as possible.

The RS Tera Class Association policies and procedures are subject to change from time to time.

The RS Tera Class Association reserves the right to amend, supplement and/or discontinue at its absolute discretion, for whatever reason, any or all of its policies and procedures.