

PDMCC Social Media Policy

1. Purpose of policy

This policy is intended to help members of Preston & District Motorcycle Club now referred to as PDMCC 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 PDMCC requires members to observe when using social media, the circumstances in which PDMCC 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.

2. Who is covered by the policy

This policy covers all individuals who are members of PDMCC and club volunteers.

3. Why use social media

Social media enables us to attract new members to the club.

4. Responsibility for implementation of the policy

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

All members 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 a member of the committee.

Questions regarding the content or application of this policy should be directed to a member of the committee.

5. Using club-related social media

Only the committee are permitted to post material on a social media website in the club's name and behalf.

Approved social media websites for PDMCC are Facebook & Twitter. This list may be updated by a committee official.

Before using club-related social media you must:

- have read and understood this policy
- have sought and gained prior written approval to do so from a committee member.

The roles and functions which will be needed moving forward have been identified as follows:

- tweeting club news
- advertising promotions on Facebook

6. Personal use of social media

Personal use of social media is permitted, subject to certain conditions, as detailed below. It must not be abused or overused and the club reserves the right to withdraw permission at any time.

You are also personally responsible for what you communicate on social media sites **outside the club**, 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 Point 7, 'General rules for social media use' below.

7. General rules for social media use

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules. The same rules would also apply when using social media outside of club activities:

- 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 a committee official.
- 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 a committee official.
- 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 company.
- 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 the 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 business reputation, even indirectly.
- Do not post anything that your fellow members 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 on behalf of the club.

8. Monitoring use of social media

Members should be aware that any use of social media websites (whether or not accessed for work purposes) may be monitored and, where breaches of this policy are found, action may be taken under the club's constitution.

The club reserves the right to restrict or prevent access to certain social media websites if personal use is considered to be excessive. Monitoring is only carried out to the extent permitted or as required by law and as necessary and justifiable for business purposes.

Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and the club.

If you notice any use of social media by other members of the club in breach of this policy please report it to a committee official as soon as possible.

9. Policy review and update

The committee has overall responsibility for the review and update of this policy at the beginning of each year or more regularly as required.

10. Agreement

it's a condition of your PDMCC membership that you understand and adhere to this policy.

PDMCC