



Stirling New Figure Skating Club

Social Media Policy

Authors: Lorna Kujawa & David Wilkie

Background

Stirling New Figure Skating Club has a need to communicate to its existing members (and parents/guardians of members) and to attract new membership and financial sponsorship.

The Club currently only uses a website, email and hard copy written communications.

Media

We propose that initially we set up official Facebook Page and Twitter handle to be administered by named Committee members (to be appointed). Other social media channels may be considered in the future as demand determines or new channels develop.

Administration

Facebook will be set up as a Page, not a Group. Page followers will not have rights to post content on the Page – this will only be available to Page Administrators. Page followers will be able comment on official posts. Administrators will moderate the page and have the right to remove posts if they are offensive, abusive, slanderous, of detriment to the reputation of the club, threatening or contain language or content inappropriate to our members, which may include children. Guidelines will be written for this and members made aware. Administrators will have the right to remove and block followers of the page if they break guidelines more than 3 times.

Twitter does not have the same administration powers to remove posts by followers.

Administrators will moderate the page and have the right to remove posts if they are offensive, abusive, slanderous, of detriment to the reputation of the club, threatening or contain language or content inappropriate to our members, which may include children. Guidelines will be written for this and members made aware. Administrators will have the right to remove and block followers of the page if they break guidelines more than 3 times.

Content

Both channels will have a main purpose of highlighting content published on the Club website and driving traffic to that site. We will also highlight emails sent by the Club Secretary and any emergency announcements e.g. Plant Failure at the rink resulting in session cancellation A short introduction and web URL will form the majority of most posts. This will increase engagement with

the website, create one main source of news and increase web traffic making it more attractive to potential sponsors.

Where news or content is only available on Social Media then it will be republished in that channel e.g. Facebook UKNewsonice page regularly publishes podium photos and results from competitions throughout the UK. Where any member appears in these it would be appropriate to repost this content – however it would not be available on the Club website. Social Media may also be used to remind members of upcoming events that are already published/been notified elsewhere eg 'Remember no Club Ice tomorrow due to Curling Competition'. It will also be used to engage with appropriate pages to promote the Club events/successes e.g. The Peak/Active Stirling.

We can also use Social Media to thank sponsors and local businesses who have supported the Club eg Supermarket bag packing. This would be in addition to web content not instead of as it offers the ability to tag businesses and make them aware we are promoting their support.

Members can provide content to an administrator/editor that they would like to share with other followers. This will be published on the web in addition to social media.

Disputes between followers

Administrators/editors will be responsible for moderating the comments in line with guidelines. Where any dispute happens, followers will be asked to take the discussion offline and comments will be removed. Where members cannot see other members' comments the administration will not become involved. Members may have their personal settings configured so that only a limited group of people can see them – the administration will not be responsible for communicating what others are writing. Where members are not happy with this they should unfollow the page and rely on existing email and web communications.

'Follower' Guidelines

SNFSC will have a presence on social media. Participation by members or interested parties will be dependent on a set of guidelines. Followers will be removed that contravene the guidelines at the Administrators discretion. There will be no right to appeal. Posts that contravene guidelines will be removed and a reason sent to the poster.

- No offensive language should be used
- No comments relating to other persons or organisations in a negative light
- Any complaints – these should be submitted in email or letter format to the Secretary
- No businesses can be promoted other than by official posts
- No inappropriate images
- No images of others without permission
- No images where copyright belongs to someone else
- Members cannot block administrators
- If in dispute with another member this should not be discussed on the page
- If unable to see other members' posts this is not an issue for the Club or the page it is between members and relates to their individual personal settings
- Only comments relating to Club and Ice Skating related activities

Followers should keep in mind that the page will attract young members and skaters and that posts will be visible to all. Therefore please always use common sense and think about your audience.

Admin reserves the right to remove any posts or followers at their own discretion.