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**Social Media Policy & Commercial Use Questions V.1.3 (13.04.2023)**

**1.0 Introduction:**

The below policy relates to the club social media presence. As of this version this is:

* <https://www.facebook.com/groups/shrewsburycanoe>

In this policy Members of Shrewsbury Canoe Club Will be referred to as “Club Members” and people who have joined the club social media page- via request for approval process will be known as “Non-Members”. The Policy has been created as an agreed standing to assist; club members, commercial providers, social media admins and the club committee in using this valuable club created space.

1. Any posts may be removed by Admins without explanation, if they deem that it doesn't meet the following policy. If possible they will advise of the breached condition below (this might not always be possible and is dependent on the admins time-it is a voluntary role).

**2.0 General Policy:**

1.Social media can be a trying place at times. Please be polite, friendly and encouraging to your fellow paddlers. See [code of conduct](https://shrewsburycanoeclub.org/Code-of-Conduct) for expected club and non-member behaviours.

2.Privacy/Safeguarding/Posting of photographs - The facebook group is publicly visible by default. Please bear this in mind and be careful when posting photographs of others and ensure that you have their permission. Pictures are taken of club events and trips, as well as being publicised through social media. We make every effort to ensure that permission is obtained before photographs are used but please let the committee know if you do not wish photographs of yourself to be posted. If any images are posted to the Shrewsbury Canoe Club social media or website that you would like removed please contact the facebook admins or secretary and these will be removed as soon as possible.

3.Social media admins and the committee can be reached at any time via: [commsofficer@shrewsburycanoeclub.org](mailto:commsofficer@shrewsburycanoeclub.org) or escalated to: [secretary@shrewsburycanoeclub.org](mailto:secretary@shrewsburycanoeclub.org)

4.The Committee reserves the right to overrule this policy at any time.

**3.0 Advertising trips:**

1.Any trips or other paddlesport activity promoted on the club facebook page must be described as a “Peer Trip” or as a “Club Trip” in accordance with the Shrewsbury [Canoe Club - Safety Plan](https://shrewsburycanoeclub.org/Safety-Plan)

Why is the distinction important?

a. The Club is affiliated to British Canoeing and Club members have the benefit of public liability insurance whilst on Club Trips. Non Club members are only insured on Club Trips if they are on a first or second taster session before deciding whether to join the Club.

*On Peer Trips the public liability insurance arranged by British Canoeing only covers paddlers who are individual members of British Canoeing. It does not cover members of affiliated Clubs as such.*

b. Club Trips are delivered by members approved by the Club to coach and/or lead within a specified remit and in accordance with the principles of good practice within the sport. Our list of approved Paddle Leaders and their remits is available on our website

c. Club Trips must always be offered to the whole of the Club’s Membership using the Club mailshot system. Promoting Club Trips on this Facebook page is optional.

d. The Club does not take responsibility in any way for Peer Trips promoted on this site. Paddlesport is an assumed risk activity and it is up to each person joining a Peer Trip to satisfy themselves as to their fitness and skill being sufficient and that the promoter(s) and other paddlers on the Peer Trip have the necessary fitness and leadership skills.

**4.0 Relevance**

The purpose of the group is to share relevant watersports related content, opportunities and experiences with like minded people, and to encourage people new to the sport out onto the water- the “Topic”.

1.Occasional amusing posts relevant to the topic are fine, we want people to have fun, but repeated posting of memes/jokes/inspirational quotes are not acceptable.

2.As a group we are not a campaigning organisation, however the club committee will when necessary raise relevant topics of concern and share these with club members for feedback and information via the facebook page.

If 'campaigning' posts from club and non-members begin to overwhelm the general paddlesports content then they will be removed (with a brief explanation to the poster if possible).

3. Duplicate posts will be removed.

**5.0 Sales Posts**

1.Club and non-members are free to post any local paddlesports items for private sale which may be of interest to other such members.

2.The posts must contain: Clear Pricing and clear description of the item.

We would also recommend at least one picture of the item for sale but this is not required.

3.If selling more than one item please combine these into one post.

4. “Bumping” the item is allowed a maximum once a week for 2 weeks.

5. Please state when the item is sold either by editing the text or via a comment or removing the post.

**6.0 Commercial Activity**

The social media page is first and foremost for the use of Club members and promotion of the club and not to promote any businesses. Posts must be in the “spirit” and “best interest” of the club.

1.Commercial Providers seeking 'guinea pigs' to be led for paddlesports assessments are able to post in order to offer this opportunity to club and non-members, providing there is no expectation of payment from the led paddlers and it is clear the activity is not a club one.

2.Commercial Providers offering services on a commercial basis (paid for) must seek approval from the Group Admins each time that they wish to offer their services via the club social media page(s) to ensure it is in the “spirit” and “best interest” of the club.

3. If a Commercial Provider is requesting to Post regular content, this must be agreed via the Committee. (see the end of this document)

4. A message must accompany any Commercial post- sharing of links without context does not constitute club best interest. This should help club and non-members identify that the activity is not a “club” or “peer trip”.

5. If an Admin has not agreed to allow the Commercial post. The Commercial provider may seek committee approval (see the end of this document).

6. The sharing of commercial posts by (club or non-club) Members is not acceptable (without prior admin agreement). The Posts are Commercial in nature and posts must be in the “spirit” and “best interest” of the club.

**7.0 Policy breach**

1.Anyone who breaches this policy will have their post removed in line with condition 1.1: *“****Any*** *post may be removed by Admins without explanation, if they deem that it doesn't meet the following policy. If possible they will advise of the breached condition below (this might not always be possible and is dependent on the admins time-it is a voluntary role).”*

2. Persistent breaches will result in the poster being “muted” for a period of 1 month. If possible the admin will advise of the breached condition(s). This might not always be possible and is dependent on the admins time-it is a voluntary role.

3.Breaches or abuse from Non-Club Members may result in the person being removed and banned from the page- at the discretion of the Social media admin such as (Social media “trolls” and scammers”).

4. Anything Beyond Persistent breaches by “Club Members” will be dealt with through the clubs grievance procedure and referred to the committee for consideration.

5. Any behaviour outside the clubs [code of conduct](https://shrewsburycanoeclub.org/Code-of-Conduct) (vexatious or abusive) will be dealt with first by the social media admin and if required and referred to the committee for consideration. Non Club Members will be removed and banned from the page (also inline with 7.4 above).

Also see the above (2.3 and 2.4):

*“3.Social media admins and the committee can be reached at any time via:* [*commsofficer@shrewsburycanoeclub.org*](mailto:commsofficer@shrewsburycanoeclub.org) *or escalated to:* [*secretary@shrewsburycanoeclub.org*](mailto:secretary@shrewsburycanoeclub.org)

*4.The Committee reserves the right to overrule this policy at any time”*

**END of policy conditions.**

To Submit for Committee approval, answer the following questions:

| Who will be posting: |  |
| --- | --- |
| Who does the post(s) represent: |  |
| How many posts is this application for: |  |
| Please include a schedule of post(s) if the approval request is for more than one: |  |
| Please state the content of the post(s): |  |
| Does the post(s) meet the club policy: |  |
| If not- please state the reason why the committee should consider approving the post: |  |

Send your answers to: [secretary@shrewsburycanoeclub.org](mailto:secretary@shrewsburycanoeclub.org).

**END of Document.**