



## **What is a Social Media?**

Social media is usually defined as mass media communications on the Internet (such as on websites for social networking and microblogging) through which users share information, ideas, personal messages, and other content (such as videos).

Social networking and social media are overlapping concepts, but social networking is usually understood as users building communities among themselves while social media is more about using social networking sites and related platforms to build an audience.

## **Policy**

This policy is the first step, not the last, on our social media journey, and will be subject to regular review.

- This policy does not apply to the personal use of social media where it is not related to or there is no reference to Plymouth Life Centre Indoor Bowls Club (PLCIBC).
- If you are posting content on social media in relation to PLCIBC that might affect our business, events, members or reputation you may be subject to disciplinary action as detailed in the Constitution, and any other related policies (including but not limited to)
  - Anti-discrimination, Harassment and Bullying, and
  - Code of Conduct.

## **Scope**

As social media refers to any online tools or functions that allow people to communicate/or share content this policy covers all platforms where content is shared using the internet, or any other online technologies that allow individual users to upload and share content.

## **General Principles Regarding Usage**

- You are personally responsible for what you post or publish on social media sites
- Be aware of data protection rules – you must not post someone's details or pictures without their individual permission.
- Wherever practical, add a disclaimer that while you are a member of PLCIBC, anything you publish is your personal opinion, and not necessarily the opinion of PLCIBC.
- Once in the public domain, content cannot be retracted. Therefore, please take time to review your content in an objective manner before uploading. If in doubt, consider asking someone to review it for you.
- Remember on-line content is never completely private.



- Regularly review your privacy settings on social media platforms to ensure they provide you with sufficient personal protection and limit access by others.
- It is very important that you immediately report to the Secretary via email ([secretary-lifecentrebowls@outlook.com](mailto:secretary-lifecentrebowls@outlook.com)) or via the Incident form any inappropriate activity or behaviour regarding PLCIBC, or third parties particularly where minors (U18's) are concerned.

