

Cullen Sea School (CSS) Social Media Policy



Purpose:

This policy has been created to provide clear guidelines on how social media should be used by Cullen Sea School staff, volunteers, participants, management and committee. The above are all actively encouraged to interact with all forms of social media employed by the club but are respectively asked to adhere to these guidelines.

Use Of Social Media:

An increasing number of people are expressing themselves on social-media platforms, both privately and commercially. In the UK alone, over 90% of the online population access some form of social media on a monthly basis. Corporately, the use of social media is also on the rise with many clubs and associations now represented by a presence on Facebook, Twitter or Wikipedia.

The development of these communication channels brings many positive opportunities to CSS. This includes the ability to interact further with volunteers, participants, committee, visitors, tourists, friends and families building the reputation of both CSS and the local community to a wider audience. However there are also potential risks.

Fundamentally, these are public communication channels and, as such, due care and attention must be shown when communicating in this area. Posting of online content in blogs, forums and social networking sites has the potential to cause long-term reputational harm to CSS and to individual volunteers.

Definition Of Social Media:

The principles of this policy apply to all forms of social media including blogs, micro-blogs (e.g. Twitter), social networks (e.g. Facebook), video and photo sharing (e.g. YouTube, Instagram), discussion forums, message boards and collaborative environments (e.g. Wikipedia).

Official Use Of Social media:

The club has a dedicated coordinator whose partial role is to protect and promote CSS through social media. Functions include:

- Regular monitoring of social media including Facebook, Twitter, Instagram and Wikipedia.
- Ensuring appropriate action is taken when comments on social media could be damaging to CSS.
- Providing helpful, proactive information to “fans/friends” via messages, pictures and tweets.
- Providing feedback to the committee on comments and trends detected via social media.

Private Use Of Social Media:

This policy does not apply to your personal use of social media platforms where you make no reference to CSS.

As a club we respect personal accounts and data protection and as above encourage personal interaction on any CSS media platforms. The school requests that all staff and associated members, when communicating on any public communications, CSS expects it is a duty not to bring the school into disrepute.

If you are using social media and through your profile or posted content your affiliation to CSS is known or can be identified the following rules should be adhered to:

- If you come across an issue where there is a reputational risk to CSS, please raise this with the coordinator or committee.
- If you are commenting on a watersports issue, you must make clear that your opinions are your own, are not endorsed by CSS and do not constitute an official communication from CSS.
- You should not disclose any non-public information.
- Do not post any content that would reflect badly on CSS.
- You must avoid commenting on any topics that conflict with your role within CSS.

The success of any CSS online profile is only as good as the people that use it and as the club strives to be as professional as possible we would welcome your cooperation and collaboration in driving forward our media presence in a positive and inspiring manner.