

The Parklangley Club

Social Media Policy

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Document Control

Revision History

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1. Introduction

- 1.1. Social media has changed the way we conduct business. Millions of people use social media every day and it is now an established communications tool.
- 1.2. The Parklangley Club uses social media to engage with members of the public, existing members, service users, staff, media and other stakeholders to deliver positive, key messages. Staff are encouraged to follow, support and promote it.
- 1.3. The Parklangley Club has been active on social media for over 10 years and has one of the largest followings of any club in the country. We encourage everyone involved with the club, including coaches and players, to use social media but to ensure that they do so responsibly.
- 1.4. The purpose of this policy is to make both directly employed and self-employed staff fully aware of our expectations in the context of their personal and professional use of social media.
- 1.5. The policy covers the use of social media through both company and personal devices.
- 1.6. This policy will reduce the risks to The Parklangley Club associated with the use of social media by:
 - 1.6.1. Ensuring the confidentiality of personal information relating to clients, employees and others associated with The Parklangley Club.
 - 1.6.2. Ensuring compliance with relevant data protection, copyright and defamation legislation.
 - 1.6.3. Prohibiting the publication of material on social media sites that would damage the reputation of The Parklangley Club or give inaccurate or misleading information about The Parklangley Club's business.
- 1.7. This policy applies to both directly employed and self-employed staff who represent The Parklangley Club. This includes:
 - 1.7.1. Bar Staff, Administrative Staff, Gym Managers and all others involved in the day-to-day operation of the club, whether employed in a full or part-time capacity.
 - 1.7.2. Players representing the club across all sports at the club.
 - 1.7.3. Coaches (either directly employed or self-employed).
 - 1.7.4. Technical officials.
 - 1.7.5. Volunteers.
 - 1.7.6. All others representing the club in any manner.

2. Definitions

- 2.1. **Social Media:** Social media is the term commonly used for communications technologies that enable message and opinions to be shared in dialogue with others. Such technologies can include instant messaging and other similar services.
- 2.2. **Personal Social Media Sites:** Personal social media sites are those sites which individuals use to share information about their personal lives outside the working environment.
- 2.3. **Professional social media sites:** Professional social media sites are sites used for professional networking.
- 2.4. **Social networking:** Social networking is the use of interactive websites or social media, allowing individuals interactions between people that often share similar interests.
- 2.5. **Blogging or Tweeting:** Blogging or Tweeting is using a public website to write an online diary or sharing thoughts and opinions on various subjects. Blogs and Tweets are usually maintained by an individual with regular entries of commentary, descriptions of events, and may include other material such as graphics or video. Many blogs and tweets are interactive allowing visitors to respond by leaving comments or to potentially send messages to others.
- 2.6. **Personal/Portable/Electronic Devices:** Personal devices (mobile phones/smartphones/laptops, etc.) provide a means of communication and access to the internet. These may also include photographs or video cameras.
- 2.7. **Copyright:** All staff (both directly and self-employed) must always comply with all relevant copyright legislation. Posting of someone else's work without permission is not allowed. This includes reusing images and videos from other sites, including that of The Parklangley Club and any associated organisations. This also covers the capturing of screen grabs from live broadcasts on any platform. It is the duty of all staff to be aware of each individual platforms' Code of Conduct regarding copyright and not to breach this.
- 2.8. **Defamation:** Defamation is issuing an unjustified statement about a person or organisation that is considered harmful to their reputation. Defamation can apply to any comments posted on the web, irrespective of whether they are made in a personal or professional capacity.

3. Policy Statement

- 3.1. The Parklangley Club recognises that many staff (both directly and self-employed) enjoy the benefits of using social media in a personal and professional capacity.
- 3.2. The Parklangley Club uses social media to communicate with both our clients and the general public.
- 3.3. The Parklangley Club uses social media to share information on our services and any other related activities.
- 3.4. The Parklangley Club will provide guidance and training to empower staff to interact online in a way that is credible, consistent, transparent and relevant.
- 3.5. Whether or not they have identified themselves an associate of The Parklangley Club, should an employee (either directly or self-employed) be using social media, they are expected to always behave appropriately and in a manner that is consistent with the values, codes and policies of both The Parklangley Club and any professional bodies applicable to the individual.
- 3.6. Any employee (either direct or self-employed) found to be in breach of this policy may be disciplined accordingly. This may result in dismissal in cases that constitute gross misconduct.
- 3.7. Any employee (either direct or self-employed) is individually responsible for complying with any terms of service of sites they may use.

4. Employee use of social media and Social Networking

- 4.1. Posts made through personal accounts may breach Parklangley Club policy if they bring the club into disrepute. This includes situations where a person could be identifiable as a Parklangley Club employee (either directly or self-employed) whilst using social networking sites.
- 4.2. All staff (either directly or self-employed) should exercise discretion when engaging in online communication. The following guidance provides best practice to always abide by. When using social media, staff (either directly or self-employed) must not:
 - 4.2.1. Reveal confidential information about clients, staff, or The Parklangley Club.
 - 4.2.2. Engage in any activities or share information which might bring The Parklangley Club into disrepute.
 - 4.2.3. Use social media to attack or abuse clients, colleagues or other Parklangley Club stakeholders.
 - 4.2.4. Post defamatory, derogatory or offensive comments about clients, colleagues or other Parklangley Club stakeholders.
 - 4.2.5. Post information relating to work-related grievances or any Parklangley Club management processes such as disciplinary, sickness absence or performance issues.
 - 4.2.6. Share photos or images of clients without their express written permission.
 - 4.2.7. Post messages or images containing any materials that can be considered in any way abusive, discriminatory or sexually explicit.
 - 4.2.8. Share photos or images of any persons under the age of 16 without the written consent of their parent/s.
 - 4.2.9. Distribute any inappropriate materials, or materials that could be considered to cause offence to any party.
- 4.3. The same codes of conduct and working principles that apply to staff (both directly and self-employed) during the course of their work activities also apply online.
- 4.4. Individuals connected to The Parklangley Club must not use social media to disclose confidential, illegal or immoral information that may bring the club into disrepute or result in any adverse publicity.
- 4.5. All staff (either directly or self-employed) must remain aware of their association with The Parklangley Club when using online social networks. They must ensure that their profile and related content is consistent with how they would wish to present themselves with colleagues, clients and other related stakeholders.
- 4.6. When using any Parklangley Club or associated promotional material, all staff (either directly or self-employed) must adhere to this Social Media Policy.

- 4.7. All staff (either directly or self-employed) who hold a professional registration must comply with the relevant requirements of their professional body in relation to the use of social media.
- 4.8. **Access to social networking sites for personal use:** Social networking sites for personal use may only be accessed via personal portable devices during non-working time (e.g. prior to commencing work, during breaks or after work).
- 4.9. **Personal blogs:** Any employee (either directly or self-employed) who issues a personal blog should adhere to the guidance provided within this policy if the blog relates to any work-related issues. They must also include a disclaimer stating:
- “Any views expressed in this blog are entirely my own and not those of my employer.”*
- 4.10. **References and endorsements:** For social networking sites where personal and professional references are the focus, Parklangley Club employees (whether directly or self-employed), must not provide professional references about any current or former employee, contactor or vendor without express permission from senior management of The Parklangley Club.
- 4.11. **Whistleblowing:** The Parklangley Club’s Whistleblowing Policy defines routes of communication through which to raise concerns. No member of staff (either directly or self-employed) should use social media to undertake whistleblowing.
- 4.12. **Responding to media:** Staff (whether directly or self-employed) should not engage in any exchanges of communication with the media without express permission of The Parklangley Club.
- 4.13. **The Parklangley Club uses social media and social networking:** The Parklangley Club senior management must be consulted before any social media is used on behalf of The Parklangley Club.

5. Roles and Responsibilities

- 5.1. **Directors:** Directors are responsible for implementing the standards of compliance specified within this policy
- 5.2. **Managers:** Managers are responsible for:
 - 5.2.1. Ensuring employees (whether directly or self-employed) fully understand the information governance standards and expectations for their role.
 - 5.2.2. Taking timely, fair and appropriate action when aware of breaches of this policy.
 - 5.2.3. Ensuring those associated with The Parklangley Club (including those not directly employed by the organisation) are aware that they should not share information about clients or staff that may bring The Parklangley Club into disrepute.
 - 5.2.4. Providing support to staff who find themselves the subject of cyber bullying, inappropriate postings or information sharing on online sites.
- 5.3. **Employees:** All Parklangley Club employees (whether directly or self-employed) are responsible for:
 - 5.3.1. Ensuring that they follow this policy in relation to their personal use of social media, both in a professional and personal capacity.
 - 5.3.2. Reporting any incidents of cyber bullying that they are aware of in relation to colleagues or clients to management.
- 5.4. **Monitoring:** The Parklangley Club management will monitor activity on any Parklangley Club or associates of The Parklangley Club's social media accounts during normal office hours, and outside of this if considered necessary.
- 5.5. **Training:** Advice on compliance with this policy will be provided by the relevant managers at The Parklangley Club.

6. Advice for Staff when Using social media

- 6.1. When online, employ the same principles that you would adhere to when communicating in other media with people you are unfamiliar with. If you wouldn't say something in an email or formal letter, do not say it online.
- 6.2. Prior to posting anything online, ensure your social media accounts are set up as securely as possible.
- 6.3. Identify yourself by giving your name and role at The Parklangley Club whenever you are discussing the club or club related matters.
- 6.4. When using personal accounts, staff (whether directly or self-employed) must make it clear that they are providing personal opinions and not speaking on behalf of the club.
- 6.5. Always keep in mind that when online, those with whom you are communicating may not be who they are purporting to be.
- 6.6. When publishing content from any source outside of The Parklangley Club that could be perceived to have a connection to the club, you include this disclaimer:

'The postings on this site reflect my personal views and do not represent the positions, strategies or opinions of The Parklangley Club.'
- 6.7. Always respect all other social media users. Never use personal insults, obscenities, or engage in any conduct that would not be acceptable in the workplace.
- 6.8. Remember that anything posted online can be easily misinterpreted. Therefore, always consider each post carefully before making them public. If you are unsure about whether or not to publish something, then don't.
- 6.9. Always display consideration for others' privacy.
- 6.10. Exercise caution around topics that may be considered contentious, such as politics and religion.
- 6.11. Always act in full accordance with The Parklangley Club's Child Protection Policy in relation to all social media matters regarding those under the age of 16. This can include:
 - 6.11.1. Posting photos or images.
 - 6.11.2. General communications with minors (particularly through private social media accounts).
 - 6.11.3. Prior to any communications with a minor, staff must consider: *'Is this appropriate?'*

This policy will be updated as necessary to reflect best practice in social media use and to incorporate any relevant future legislative changes.

In case of any queries or questions in relation to this policy, please contact The Parklangley Club Manager:

Dave Cooke

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Signed:



(Dave Cooke)

Position:

Manager

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15th September 2023