

# HYDE PARK HARRIERS

## Social Media User Policy

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These guidelines will continually be reviewed at committee meetings to ensure that they are working. Any general comments can be sent to [hello@hydeparkharriers.co.uk](mailto:hello@hydeparkharriers.co.uk).

### Overview of Hyde Park Harriers social media channels

A large amount of our club communications take place on social media - both communicating information from the committee to members and the public, and giving members and participants in our activities the opportunity to communicate amongst themselves.

We currently have the following social media channels and groups:

#### Facebook

**Hyde Park Harriers Facebook page:** This is an external page that people can 'like'. Content posted by and shared on this page is visible to every person on Facebook. The aim of this page is to advertise our club and activities, predominantly to an outside audience but also to members. Some club announcements, such as details of Tuesday sessions, will be replicated both here and in our Facebook group. The committee and a few additional members are administrators for this group.

**Hyde Park Harriers (members & friends) - Facebook group:** This is a closed group that people can request to join. The committee manages people joining this group. Members of the group must either be club members or friends from the local running community. When requesting to join, people must answer questions to indicate why they are joining the group.

**HPH Buy & Sell - Facebook group:** This is a closed group that people can request to join. The committee manages people joining this group. Members of the group must either be club members or friends from the running community. When requesting to join, people must answer questions to indicate why they are joining the group. This group is also run according to separate guidelines - 'Guidelines for advertising within the Hyde Park Harriers Facebook groups'.

**Hyde Park Harriers Triathlon group:** This is a closed group that people can request to join. The triathlon committee decides who has administrative and moderator capabilities within this group, and who joins it.

Where appropriate other Facebook groups may be created for specific projects (eg: annual relay organisation). These should be closed down when appropriate when the project has finished. Hyde Park Harriers will also use Facebook events to manage social events and specific activities.

## Twitter

**@HydeParkHarrier:** Twitter character rules prevent our Twitter 'handle' being "@HydeParkHarriers".

Information on our Twitter account is visible to everyone. The aim of this page is to advertise our club and activities, predominantly to an outside audience but also to members.

## Instagram

**@hydeparkharriers:** Information on our Instagram account is visible to everyone. The aim of this page is to advertise our club and activities, to both members and outside audiences.

## Policy for people using the Hyde Park Harriers social media channels

This policy aims to ensure that our club ethos and equity policy is upheld through our social media policy. Our social media platforms will be run and managed in a way that is inclusive, fair, and that people can use them free from threat of intimidation, harassment, and abuse.

It is the responsibility of the committee to manage and implement these rules directly, apart from in the case of the Hyde Park Harriers Triathlon group where it is the responsibility of the admin of that group.

Where any issues or complaints arise related to actions on social media. These should be raised as soon as possible to the committee by email on [hello@hydeparkharriers.co.uk](mailto:hello@hydeparkharriers.co.uk), or if preferred directly to the club Chair on [chair@hydeparkharriers.co.uk](mailto:chair@hydeparkharriers.co.uk). These can be related to issues within/on our channels or groups, or related to issues between members privately (for example outside of groups or via direct message).

## Rules for users of our social media channels and groups

The club accepts that our Facebook groups are a place for conversation amongst our members about running and other related topics. The club however will not allow conversations involving bad language or subjects deemed unacceptable for a communal forum.

Users should aim to create a friendly, supportive, encouraging and communal atmosphere through their interactions.

The club will not tolerate abuse or bullying of any club member or participant in our activities by another club member or participant.

The club is currently trialling the use of 'master posts' for both Tuesday night run summaries and running-related fundraising. To keep our Facebook page organized and avoid an overflow of separate posts, we kindly ask members to comment on these master posts accordingly. If necessary, members may be requested to remove their individual posts and place them as comments on the relevant master post.

For local race organizers, the Club will permit one advertising post per race. If an advertising post is not deemed appropriate or relevant to the Club for any reason (e.g., not a local race or does not adhere to the social media policy), it may be removed without notice.

Posts advertising goods and services related to the interests of the group may be permitted on an infrequent or timely basis. Repeated posting (spam) is not permitted and will be removed according to the steps below. Individuals are advised to make use of the Buy and Sell group for listing items or services for less relevant subjects, or more frequent basis. Advertising goods and services outside of the group interest is not permitted, and posts will be removed accordingly.

The committee reserves the right to use the following steps to enforce these rules:

- The committee reserves the right to delete individual posts or comments. This is allowed to be done by the judgement of individual members, and in all cases such actions should be reported to the rest of the committee either via internal communications or at a committee meeting. When this is done the committee member responsible should communicate to the individual to tell them why their post or comment has been removed. In cases of removing spam, duplicate, or 3rd party advertising posts, these may be removed without follow up.
- In cases where a committee member decides an entire post of conversation needs to be removed, this should be reported in the group with a new post. This can be done in the best judgement of an individual committee member, who should then report their decision back to the committee as above. In cases of removing spam, duplicate, or 3rd party advertising posts, these may be removed without follow up.
- The committee reserves the right to remove comment functionality for certain discussions and debates where appropriate. For example, should the committee wish to give a more formal response to an issue of debate. This may be done when a post is created, or at a later time. Where this action is taken at a later time, the committee will always indicate that this step has been taken to allow the feedback to be taken on board, and a more formal response to be given. The committee will always allow members to give more formal feedback via email to [hello@hydeparkharriers.co.uk](mailto:hello@hydeparkharriers.co.uk). A decision to end conversation on a subject can be made in the best judgement of an individual committee member, who should then report their decision back to the committee as above.

## Rules for committee members and members managing club groups, pages and projects

Committee members have special responsibility when using our social media channels and groups and will often share formal club information via their personal Facebook accounts. Club members managing specific projects, for example posting information of our club running sessions or details of club social events, also have a special responsibility. When posting this information, no club member or user of our Facebook groups should be excluded.

If a committee member or member managing a club project for any reason decides to block a fellow member or group user in such a way that they cannot see the information they post they must either; take steps to unblock that individual, create a different personal 'person' account on Facebook for them to post this information, or ask another member to post that information.

## **Removing individuals from inclusion on our Facebook groups**

Removal from our Facebook groups is a step the committee could choose to take in the instance of serious disciplinary issues. This step can be taken against non-paid up members as a disciplinary step. Where an individual is a paid up member, this step may be taken as a disciplinary measure, or where the member is asked to leave the club. Admin may remove non-paid up members from the group for breaking rules on advertising or spam content without warning. Admin may remove paid up members from the group for breaking rules on advertising or spam content after repeated incidents, having warned an individual of the consequences.