

## Social Media Policy

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| Policy Reviewed by            | Richard Thurston            |
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### Introduction

This social media policy describes the rules governing use of social media at BASC. It covers BASC accounts, and personal social media accounts used occasionally for BASC purposes.

Committee Members of BASC may be able to access social media websites and services through BASC's systems and/or via their own personal equipment.

BASC accounts are the preferred vehicle for BASC communications. However, Committee Members may use their personal accounts on appropriate occasions to facilitate relationship-building and other reasonable purposes on behalf of BASC, as well as to share BASC content. Members who do not have a Committee role must not operate on social media on behalf of BASC without approval from a Director.

This policy sets out how Committee Members must behave when using BASC's social media accounts. It also explains the rules about using personal social media accounts for BASC purposes and describes what Committee Members may say about BASC on their personal accounts.

This policy should be read alongside other BASC policies. BASC's internet use policy is particularly relevant to Committee Members using social media.

### Why this policy exists

Social media can bring significant benefits to BASC, particularly for building relationships with stakeholders and current and potential members.

However, it's important that Committee Members who use social media within BASC do so in a way that is beneficial to the objectives of BASC.

A misjudged status update can generate complaints or damage BASC's reputation. There are also security and data protection issues to consider.

This policy explains how Committee Members can use social media with greater safety and effectiveness.

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### Policy scope

This policy applies to all BASC Members who use BASC social media accounts and who use personal social media with reference to BASC.

Social media sites and services include (but are not limited to):

- Popular social networks like Twitter and Facebook
- Online review websites like Reevo and Trustpilot
- Sharing and discussion sites like Delicious and Reddit
- Photographic social networks like Flickr and Instagram
- Question and answer social networks like Quora and Yahoo Answers
- Professional social networks like LinkedIn and Sunzu

### Responsibilities

Everyone who accesses BASC social media accounts or who uses their personal social media accounts when representing BASC is responsible under this policy.

However, these people have key responsibilities:

- The Company Secretary is ultimately responsible for ensuring that BASC uses social media safely, appropriately and in line with BASC's objectives
- The Company Secretary will be supported in these goals by a Social Media manager, who will track any key performance indicators.
- The Web Site Manager is responsible for providing apps and tools to manage BASC's social media presence. They are also responsible for proactively monitoring for social media security threats.

### General social media guidelines

#### The power of social media

BASC recognises that social media offers a platform for BASC to perform marketing, stay connected with members and build its profile online. BASC also believes that its Committee Members should be involved in athletics-related conversations on social networks. Social media is an excellent way for Committee Members to make useful connections, share ideas and shape discussions.

BASC therefore encourages Committee Members to use social media to support BASC's goals and objectives.

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### Basic advice

Regardless of which social media Committee Members are using, or whether they're using BASC or personal accounts, following these simple rules helps avoid the most common pitfalls:

- Know the social network. Committee Members should spend time becoming familiar with the social network before contributing. It's important to read any FAQs and understand what is and is not acceptable on a network before posting messages or updates. Also see guidance specific to BASC within this document.
- If unsure, don't post it. Committee Members should err on the side of caution when posting to social networks. If a Committee Member feels an update or message might cause complaints or offence — or be otherwise unsuitable — they should not post it. Committee Members can always consult the Company Secretary for advice.
- Be thoughtful and polite. Many social media users have got into trouble simply by failing to observe basic good manners online. Committee Members should adopt the same level of courtesy used when communicating via email.
- Look out for security threats. Committee Members should be on guard for social engineering and phishing attempts which use the internet, email and social media to spread. Social networks are also used to distribute spam and malware. Further details below.
- Don't make promises without checking. Social networks are public places, so Committee Members should not make any commitments or promises on behalf of BASC without checking that BASC can deliver on the promises. Direct any enquiries to the Directors and/or the Social Media manager.
- Complex queries should be handled via other channels. Social networks are not a good place to resolve complicated enquiries and customer issues. Once a customer has made contact, Committee Members should handle further communications via the most appropriate channel—usually email or telephone.
- Don't escalate using social media. It's easy to post a quick response to a contentious status update and then regret it. Committee Members should always take the time to think before responding, and hold back if they are in any doubt at all.

### Use of BASC social media accounts

This part of the social media policy covers all use of social media accounts owned and run by BASC.

### Authorised users

Only people who have been authorised to use BASC's social networking accounts may do so. Authorisation is usually provided by the Company Secretary. It is typically granted when social media-related tasks form a core part of a Committee Member's role. Allowing only designated people to use the accounts ensures BASC's social media presence is consistent and cohesive.

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### Creating social media accounts

New social media accounts in BASC's name must not be created unless approved by the Company Secretary. BASC operates its social media presence in line with a strategy that focuses on the most-appropriate social networks, given available resources. If there is a case to be made for opening a new account, Committee Members should raise this with the Company Secretary and Social Media manager.

### Purpose of company social media accounts

BASC's social media accounts must only be used to support BASC's overall objectives, which may cover a range of uses.

For instance, Committee Members may use company social media accounts to:

- Respond to member enquiries and requests for help (though sensitive information must not be discussed using social media)
- Share blog posts, articles and other content created by BASC
- Share insightful articles, videos, media and other content relevant to BASC, but created by others
- Provide members or followers with an insight into what goes on at BASC
- Promote marketing campaigns and special offers
- Support new product launches and other initiatives
- Engage constructively with the athletics community

Social media is a powerful tool that changes quickly. Committee Members are encouraged to think of new ways to use it, and to put those ideas to the Company Secretary and Social Media Manager.

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### Inappropriate content and uses

BASC social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring BASC into disrepute.

When sharing an interesting blog post, article or piece of content, Committee Members should always review the content thoroughly for appropriateness and accuracy, and should not post a link based solely on a headline.

Further guidelines can be found below.

### The value of social media

BASC recognises that Committee Members' personal social media accounts can generate a number of benefits for BASC. For instance:

- Committee Members can make athletics contacts that may be useful in their role
- Committee Members can discover content to help them learn and develop in their role
- By posting about BASC and sharing BASC content, Committee Members can help to build BASC's profile online

### Personal social media rules

#### Talking about BASC:

- Committee Members may identify their BASC role on their personal social media accounts, and when working with BASC stakeholders through social media should identify their role.
- Otherwise, Committee Members should ensure it is clear that their social media account is their own and does not necessarily represent BASC's views or opinions. Committee Members may wish to include a disclaimer in social media profiles: 'The views expressed are my own and do not reflect the views of BASC.'

### Safe, responsible social media use

The rules in this section apply to Committee Members whether using BASC social media accounts or their own personal social media accounts.

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### Committee members must not:

- Create or transmit material that might be defamatory or incur criminal or financial liability for BASC
- Post or share messages, status updates or links to material or content that is inappropriate, discriminatory or offensive
  - Inappropriate or offensive content includes: pornography, racial or religious slurs, derogatory gender-related comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs.
  - This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend or discriminate against someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.
- Use social media for any illegal or criminal activities.
- Send offensive or harassing material via social media.
- Broadcast unsolicited views on social, political, religious or other inappropriate athletic related matters.
- Send or post messages or material that could damage BASC's image or reputation.
- Discuss other Committee Members or Club Members without their approval.
- Share sensitive commercial information on social media
- Post, upload, forward or link to spam, junk email or chain emails and messages.

### Copyright

BASC respects and operates within copyright laws. Users may not use social media to publish or share any copyrighted software, media or materials owned by third parties, unless permitted by that third party. If Committee Members wish to share content published on another website, they should use sharing buttons or functions on that website or seek permission from the copyright owner. Users must not share links to illegal copies of music, films, games or other software.

### Security and data protection

Committee Members should be aware of the security and data protection issues that can arise from using social media.

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### Maintain confidentiality

Users must not:

- Share or link to any content or information owned by BASC that could be considered confidential or commercially sensitive. This might include sales figures, details of members, or information about future strategy or marketing campaigns.
- Share or link to any content or information owned by another company or person that could be considered confidential or commercially sensitive.
- Share or link to data in any way that could breach BASC's data protection policy.
- Neglect to protect social media accounts. BASC social media accounts should be protected by strong passwords that are changed regularly and shared only with authorised users.

Wherever possible, Committee Members should use two-factor authentication (often called mobile phone verification) to safeguard company accounts.

Committee Members must not use a new piece of software, app or service with any of BASC's social media accounts without receiving approval from the Company Secretary.

### Avoid social scams

- Committee Members should watch for phishing attempts, where scammers may attempt to use deception to obtain information relating to either BASC or its customers.
- Committee Members should never reveal sensitive details through social media channels.
- Members' identities must always be verified before engaging in specific matters. Discussions involving personal or private information should not occur on social media.
- Committee Members should avoid clicking links in posts, updates and direct messages that look suspicious. In particular, users should look out for URLs contained in generic or vague sounding direct messages.

### Policy enforcement

#### Monitoring social media use

BASC reserves the right to monitor how social networks are used and accessed through these resources. Any such examinations or monitoring will only be carried out by authorised Committee Members.

Additionally, all data relating to social networks written, sent or received through BASC's computer systems is part of official BASC records. BASC can be legally compelled to show that information to law enforcement agencies or other parties.

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### **Potential sanctions**

Committee Members should familiarise themselves with BASC social media policy. Knowingly breaching BASC social media policy is a serious matter.

Significant or repeated breaches of BASC social media policy may result in revocation of role and BASC membership.

BASC will co-operate with police and/or other law enforcement agencies as required in relation to information or data incidents, including those related to social media and described within this document.