

Derby Athletic Club Social Media Policy

Purpose of the Policy

To set the standard of behaviour expected for the use of social networking tools. As a general principle, we expect all athletes, parents, coaches and helpers to treat electronic communication the same way that they would treat direct face-to-face communication.

Social Media

Social media (including personal and professional websites, blogs, chat rooms and bulletin boards; social networks, such as Facebook, LinkedIn, Twitter and Instagram; video-sharing sites such as YouTube) are a common means of communication and self-expression.

It is essential that members (volunteers and athletes) and parents/carers of younger athletes make informed decisions about how they use internet, mobile phone and email communications to protect our club and our people.

Everyone involved in our club has the responsibility to safeguard both on and off the track, including communications.

The club will be responsible for:

- Reviewing responses to online posts and resolving any concerns.
- Identifying all copyrighted or borrowed material with citations and links.
- Giving credit to the original publisher or author when publishing direct paraphrased quotes, thoughts, ideas, photos or videos.

It is the responsibility of all members to:

- Refrain from publishing any controversial or potentially inflammatory comments about other clubs, athletes, coaches, officials or other volunteers.
- Avoid hostile or harassing communications in any posts or other online communications. (Harassment is any offensive conduct based on a person's race, sex, gender identity, national origin, colour, disability, age, sexual orientation, veteran status, marital status, religion or any other status protected by law).