



# WAVENEY GYMNASTICS CLUB

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## Social Media Policy

### Purpose

The social media Policy describes the guidelines adopted by Waveney Gymnastics Club respecting the personal conduct by Waveney Gymnastics Club Personnel while engaging online as representatives of the club.

### Definitions

Waveney Gymnastics Club Personnel means all partners, professionals, staff members, students, helpers, volunteers, representatives and temporary employees, parents and other individuals with any connection to Waveney Gymnastics Club.

### Policy

The focus of this social media Policy is avoidance of the unique pitfalls online communication holds for professional organisations. In view of these facts, below are suggested guidelines and a list of things to avoid when communicating with the public via any social media outlet.

All Social Media accounts, blogs, Web pages and related content carrying the WGC brand identity are and will be owned and licensed by Waveney Gymnastics Club as appropriate. Personal accounts, blogs, Web pages and related content that do not carry the WGC identity can be owned, licensed and operated by any Waveney Gymnastic Club Personnel.

However, all use of Waveney Gymnastic Club name, logo and/or related marks requires prior, express, written consent of Waveney Gymnastic Club. If Waveney Gymnastics Club is referenced in any media, all social media guidelines apply.

### Scope

Generally, these guidelines set forth in this social media Policy should be applied to any online medium where information may reflect back on the image of Waveney Gymnastic Club, any Waveney Gymnastic Club Personnel, clients and service users. This social media Policy applies to all forms of social media including but not limited to blogs, Facebook, Myspace, Wikipedia or other wikis, Twitter and LinkedIn. These guidelines also apply to any comments Waveney Gymnastic Club Personnel may leave on others' blogs or Facebook/Myspace pages, edits to wikis, responses to tweets, postings on message boards/forums, opinions on online polls or any product/services Waveney Gymnastic Club Personnel might author.



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## Guidelines

### 1. The Internet is not anonymous, nor does it forget

Everything written on the web can be traced back to its author one way or another and very easily. Information is backed up often and repeatedly, and posts in one forum are usually replicated in others through trackbacks and reports or references.

### 2. There is no clear line between your work life and your personal life. Always be honest and respectful in both capacities.

With the ease of tracing authors back from their posts and the amount of information online, finding the actual identity of a poster from a few posts and a screen name is not impossible. This creates an avenue for outside parties to link your personal writings to those you've done in a professional capacity. Always write as if everyone knows you. Never write anything you wouldn't say out loud to all parties involved.

### 3. Avoid hazardous materials.

Do not post or link to any materials that are defamatory, harassing or indecent.

### 4. Don't promote other clubs with our club.

Do not promote personal projects or endorse other clubs, causes or opinions when posting from a Waveney Gymnastic Club account. Be sure to respect third party copyrights. If an opinion must be posted, clearly state to all readers that it does not represent the opinions of Waveney Gymnastics Club.

### 5. Maintain confidentiality

Do not post any confidential or proprietary information in regard to Waveney Gymnastic Club or its clients, (e.g., client confidences, insider information, Waveney Gymnastic Club financial information). This also means the personal information of the employees and other individuals associated with the services that we are delivering to our clients and our own Waveney Gymnastic Club personnel should not be shared on or disclosed through social media.

### 6. Don't pad your own stats.

Do not create anonymous or pseudonym online profiles to pad link or stage view stats. Also, do not comment on your own or another's posts to create a false sense of support.

### 7. Always trackback.

When reposting or referencing a post on one of Waveney Gymnastic Clubs online sites, provide a link to the original post or story.



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## 8. Identify yourself.

When relevant, identify your affiliation with Waveney Gymnastic Club and your area of concentration. This will add credibility to your profile and Waveney Gymnastics Club profile/communications and will increase the visibility of Waveney Gymnastics Club and you personally.

## 9. Do not pat yourself on the back.

Do not post self-laudatory statements regarding your work or the work of Waveney Gymnastics Club.

## 10. Do not qualify your work.

Do not post statements regarding the quality of your work or the quality of the work of Waveney Gymnastics Club.

## 11. Do not return fire.

If a negative post or comment is found online about Waveney Gymnastics Club or yourself, do not counter it with another negative post. Instead, publicly offer remedy to the situation through positive action. Seek help from another colleague or director in defusing these types of situations.

## 12. The following terms should be always adhered to, including during periods of leave:

Employees must ensure that their content, or links to other content:

- Does not interfere with work commitments or contain any libelous, defamatory, bullying or harassing content
- contain breaches of data protection
- Contain material of illegal, sexual, racist or offensive nature
- Bring the clubs reputation into disrepute or compromise the club's brand
- or reputation Use the club to endorse or promote any product, opinion or political cause
- Publish the club's logo or materials including photos that are specifically work related or anything that might allow inferences to be drawn which could embarrass or damage the club, its clients, partners or suppliers.

## Policy Enforcement

Employees should understand that the club will monitor the use of social media and social networking websites. Any breach of the above is considered by the club to be a disciplinary matter and could be classed as gross misconduct. As such it may result in disciplinary action being taken against an offending employee. Any information contained online may be used in evidence, if relevant, to any disciplinary proceedings.

### DIRECTORS AND MANAGEMENT OF WAVENEY GYMNASTICS CLUB

Revised by	Hazel Densham	Revision 2	February 2024
Approved by	Alex Row		