



**Association of  
West Midland Motor Clubs**

**SOCIAL MEDIA POLICY**



## Purpose

In a society where Social Media is at the forefront of modern communication, this Policy is intended to provide Association of West Midland Motor Clubs and its members with some guiding principles on how to apply best practice and make appropriate decisions across Social Media platforms including (but not limited to) Facebook, Twitter, WhatsApp, Instagram, LinkedIn, Snapchat, Internet Forums, Chat Rooms and commenting on web articles. The Policy also aims to assist Association of West Midland Motor Clubs in building and engaging with communities of like-minded people.

## Scope

This policy applies to Association of West Midland Motor Clubs Members. This policy covers all forms of social media and comes into practice where any reference towards the Association; including a traceable link back to Association through reference of Association name on your own personal profile; appears online. Social media includes, but is not limited to:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Twitter, Instagram, MySpace etc.)
- Content sharing including Flickr (photo sharing) and YouTube (Video Sharing)
- Commenting on blogs
- Taking part in online votes and polls
- Taking part in conversations on public and private web forums (message boards)
- Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect the MSA, members, sponsors or Association of West Midland Motor Clubs as an organisation and the reputation of the sport in general.

## Guiding Principles

As referenced in the SMS Social Media Best Practice Guidelines:

- 1. Be aware of the difference between Public and Private Platforms**
- 2. Take responsibility for your content and be mindful as to how it may be perceived**
- 3. Be courteous and act with integrity**
- 4. Be aware of copyrighted material and comply with legislation**
- 5. Be safe!**

## Usage

- Although not an exclusive list, some specific examples of prohibited social media conduct include referencing or posting commentary, content, or images that are abusive, obscene,

discriminatory, defamatory, pornographic, proprietary, harassing, or that create a hostile environment

- Be aware that UK laws apply online (safeguarding, libel, slander and data protection laws)
- Appropriate permission should be sought to use third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property
- Ensure any articles you quote/reference or websites you link to allow for the information to be shared
- You should read and comply with the terms of use of any Social Media platform you utilise
- You are personally responsible for the content you publish online. Be aware that items you publish may remain public even after deletion
- Don't discuss members, partner Organisations, suppliers etc. without their prior approval
- Always consider the privacy of others and avoid discussing topics that may be inflammatory e.g. politics and religion
- Avoid publishing your contact details where they can be accessed and used widely by people you did not intend to see them, and never publish anyone else's contact details
- Confidential information about the MSA, Club members or volunteers (which you do not have express authority to disseminate) should not be published online

## **Breach of Policy**

It is the Association's responsibility to ensure that their members are made aware of the Best Practice Guidelines and Social Media Policy if they wish to protect the integrity of their Association's brand identity and image. Members should then be expected to take responsibility for their own actions whilst participating in Social Media and apply appropriate discretion in line with this Policy.

When in the reasonable opinion of the Association Committee that a member has posted content which has breached these Guidelines or is deemed to be unacceptable beyond reasonable doubt, the Association may permanently remove all content. The Association also withhold the right to remove and block offending participants from their Social Media platforms.

Association of West Midland Motor Clubs also withholds the right to dismiss any offending member from the Association; removing their membership without monetary reimbursement; should their online behaviour be deemed as gross misconduct by the Committee.