



Social Media Policy

Version	Date	Author	Changes
1.0	1 st February 2022	N. Gallagher & J. Baines	New version
Committee Approved:			



The term social media is used in relation to social networking sites that allow users to create personal profiles, share photos and videos, and communicate with others. Used correctly, social media enriches the value and perception of Commercial Rowing Club in the rowing community.

Social Media is an important area that Commercial Rowing Club fully embraces. Most Commercial Rowing Club social media activity takes place on digital platforms like Instagram and Facebook on a daily basis.

Commercial Rowing Club will only have one account with FB, Instagram etc. The logo will only be used on the official Commercial Rowing Club Facebook/Instagram etc pages. Authorisation to use the Commercial Rowing Club logo on any multi-media medium must be given by the Captain and PR/Social Media Officer.

This Social Media Policy Document provides an outline for Commercial Rowing Club members and to develop an active, positive, responsible and prominent presence online, thus contributing to the rowing online Rowing community. This policy does not cover other communication channels such as the Commercial Rowing Club website and the member newsletters.

Social Media Usage Guidelines

- If a post on social media has been brought to the attention of any members of Commercial Rowing Club, that is abusive, racist or includes false allegations about any of our members or club volunteers, the issue must be reported to the disciplinary committee.
- Online posts that are uploaded from the all Commercial Rowing Club accounts must at all times be respectful of all individuals, races, religions and cultures. How the Social Media Page is managed online reflects directly on the club.
- Disrespectful comments on the Commercial Rowing Club pages will not be tolerated.
- If any member suspects that a Commercial rowing Club social media channel has been hacked notify the PR/ Social Media Officer.
- Where possible use the relevant hashtag and tag the relevant people. Ensure that you are not over-tagging people or individuals as it is important to not become irritation.
- Members should never post embarrassing pictures or pictures of others without their permission.
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Commercial rowing Club Members & Volunteers should not post on-line any negative comments about:

- Fellow squad members
- Competitors
- Event organisers
- Coaches

Lastly, stay safe and use social media wisely !