



Tri20 Triathlon Club Limited

Social Media Policy

1. Introduction

1.1 All members of Tri20 Triathlon Club can access the Club's social networking sites, which include its private Facebook group, public Facebook page, Instagram, and Twitter, and have the option to join the Tri20 Group on Strava. This document is intended to help members of the Club make decisions about the use of Tri20's social media channels which are consistent with its Code of Conduct and Constitution.

1.2 This policy applies to all members, including its committee members and coaches. The Club's Communications Committee is responsible for overseeing how its social media channels are used by members and for bringing any concerns to the attention of the main committee. Serious breaches of this Policy will be dealt with in accordance with the disciplinary procedure described in the Club's Constitution and may result in a member being dismissed from the Club. Members should also be aware that misuse of social media can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against an individual member or the Club.

2. General Rules and Advice

2.1 Club members must adhere to the following general rules when using the Club's social media channels:

- Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content or a link to chain mail, junk mail or gossip.
- Do not upload, post, or forward any content belonging to a third party unless it is appropriate to Club activity. If in any doubt, ask the Communications Officer or Chairman for advice.
- Be thoughtful and polite and adopt the same level of courtesy as when communicating in person.
- Be honest and open but be mindful of the impact your contribution might have on other members. If you make a mistake in a contribution, be prompt in admitting and correcting it.
- Avoid discussing topics that are not relevant to the Club and its activities, particularly those that may be inflammatory e.g. politics and religion.
- Do not escalate heated discussions, try to be conciliatory and respectful and quote facts to correct misrepresentations. Avoid contributing to a discussion if you are angry or upset, return to it later when you can contribute in a calm and rational manner.
- Avoid posting your contact details and do not post anyone else's details without their permission.



- Do not post photographs of people who can be identified as being members of the Club (e.g. because they are wearing Club kit) if they are, or appear to be, ignoring government social distancing rules or any advice issued by the BTF, particularly about safe distances whilst running or cycling

2.2 Any Club member who feels that they have been harassed or bullied or are offended by material posted or uploaded by another member should inform the Communications Officer or Welfare Officer at info@tri2o.club or welfare@tri2o.club.

3. Use of public social media

3.1 The Club permits any member to post on its public social media. The general rules and advice given in Section 2 must be observed. Posts should be consistent with the aims of the Club, as outlined in its Constitution (which is available on the members only page of its website). Public posts should have one of the following purposes:

- Promoting the benefits of joining the Club
- Providing information about the Club for potential new members
- Promotion of triathlon or multisport events involving swimming, cycling, or running as worthwhile activities (specific events, other than those being run by the Club, or GoTri must not be promoted)
- Celebrating the success of the Club or one its members in a triathlon or multisport event
- Communication something that the Club or some of its members have done to support the local community or a charity.

4. Advertising Rules

4.1 The Club does not permit members of the Club to advertise their own business via the Club's social media channels unless what is being offered is directly relevant to the Club's activities and a preferential rate is offered to Club members. Examples of acceptable advertising include coaching where Club members are offered a discount, on-line classes where Club members pay a lower amount to join than others, and the provision of services, such as bike-fits offered to members at a preferential rate. The Club will monitor the frequency of the adverts placed by members and will request that it be reduced should the frequency of such advertising become greater than the number of more general posts by members. The Club reserves the right to remove posts from its social media channels if the frequency of the adverts is not reduced when requested.

4.2 Club members cannot promote either directly or indirectly the businesses of non-members via the Club's social media channels, even if it is relevant to the Club's activities and a discount is offered to Club members. Businesses and individuals who are not Club members but who want to promote their offering to Club members and offer a discount can do so by being included in the Club Members' Handbook. Only those businesses and individuals who are offering something relevant to training for, or participating in, multisport events including swimming, cycling, or running will be considered for inclusion in the Handbook. Any member who knows of someone who wishes to offer a discount to



members that fulfills these criteria should let the Club Captain know so that their inclusion in the Handbook can be considered.

- 4.3 Club members are permitted to try to sell items that they own and which may have been used, such as equipment applicable to fitness, swimming, cycling or running, on the Club's Facebook page, but not through its other social media channels. This is intended to enable Club members to acquire such items before the owner considers selling them through sites such as eBay. Members are asked to keep the number of such posts to a minimum. Any member who is thought to be running an online business selling such items and using the Club's Facebook page to seek customers will be asked to stop. If the member persists, they will be dealt with in accordance with the disciplinary procedure described in the Club's Constitution and may be dismissed from the Club.