

Bottisham and Burwell Photographic Club social media Policy:

Position Statement

The Bottisham and Burwell Photographic Club recognises the numerous benefits and opportunities that a social media presence offers for all members of the Club. The Club is committed to freedom of expression and encourages its members to exchange ideas and participate in discourse and debate. The Club's approach is therefore to support its members to engage with the wider community, while providing appropriate guidance on good practice to ensure such engagement is always safe and responsible.

All Club members are expected to maintain their knowledge of relevant Club policies and guidance which apply in this context.

Authorisation and Review

The impact of this policy will be monitored regularly to reflect the changing online environment and technologies. It will be reviewed annually by the elected Club Committee with any substantive amendments approved by a vote. Any changes which affect the Club's Constitution will be tabled before the Club's AGM for all members to debate and vote upon.

Scope of the Policy

Platforms

For the purposes of this policy, social media is defined as any online interactive communication tool which encourages participation and exchanges. Current examples include Twitter, Facebook, YouTube, Skype, Instagram, Pinterest, Yammer and LinkedIn but the policy also includes the use of external internet message boards and chat rooms as well as the Club's own website.

Who it applies to

This policy applies to all Club members and those who agree to join any social media outlet supported by or in the name of the Bottisham and Burwell Photographic Club, as well to all social media communications that represent the Club.

Conduct and interaction with other policies and regulations

Professional responsibilities apply regardless of the medium being used. All social media communications that represent the Club must comply with relevant Club policies that address committee and member conduct:

- Club Privacy Policy
- Club GDPR Policy
- General Club Rules
- Club Operational guidelines for Social Media Interactions and best practice

Security of Club managed social media accounts

The committee member or members who are responsible for the Club's social media profile and presence are also responsible for ensuring that passwords and other access controls for all official Club social media accounts are of adequate strength and kept secure.

Under no circumstances should passwords be shared except with other administrators authorised to use the relevant Club account(s).

Passwords must be changed when an account administrator leaves the club or changes role within the Club. Those responsible for the Club's social media accounts should be familiar with all used platforms privacy settings and ensure that these are appropriate for both content and intended audience.

Passwords must be changed when there is a compromise or suspected compromise of an official Club social media account.

Using two factor authentication to access official Club administrator accounts is good practice but is not required.

Incidents and Response

Any suspected breaches of this policy should be directed to the appointed Secretary of the Club.

Where it appears that a breach of this Policy has taken place, relevant appointed member(s) of the committee will investigate and review what has happened and decide on the most appropriate and proportionate

course of action, in line with the policies referenced in the section “Conduct and interaction with other policies and regulations”

If any club members are subject to offensive or unacceptable content via social media in conjunction with or via the club’s social media outlets, it should be reported to the appointed Club secretary and or the Clubs Committee member(s) for social media.

Insurance

The Club holds libel and slander insurance through its affiliation to cover damages and legal costs that the Club may become legally liable to pay. These include:

- a) libels appearing in any publications normal to the Club’s business made by any member, active or non-active
- b) slanders made during official Club duties.

It should be noted that Libel in connection with any statement or view expressed by a person or business on social media is only likely to be covered by the Club’s insurance if the social medium concerned is normal to the club’s business.