



Social Media Policy

1. Purpose

This policy sets out the expectations for the appropriate use of social media by members of the Isle of Man Veteran Athletes' Club.

It aims to:

- Protect members, volunteers, and the wider public
- Safeguard the reputation of the Club
- Promote responsible and respectful online behaviour
- Support safeguarding and data protection requirements

2. Scope

This policy applies to:

- All members
- Coaches, officials, and volunteers
- Committee members and Officers

It applies to:

- Official club social media accounts
- Personal accounts where individuals can be identified as being associated with the Club

3. Policy Statement

The Club recognises that social media is an important communication tool. However, its use carries risks, including reputational damage, safeguarding concerns, and inappropriate disclosure of information.

All individuals are expected to act responsibly, respectfully, and in a way that reflects positively on the Club at all times.

4. Acceptable Use

Members may use social media to promote club events and activities, share achievements and positive experiences, and engage with the wider athletics community. All content must be respectful, appropriate, reflect the values of the Club, and avoid bringing the Club into disrepute.



5. Unacceptable Use

The following behaviours are not permitted:

- Posting discriminatory, offensive, abusive, or inappropriate content
- Bullying, harassment, or victimisation of any individual
- Sharing confidential, sensitive, or personal information without consent
- Making defamatory or damaging comments about the Club, its members, or others
- Engaging in online disputes or arguments that may harm the Club's reputation
- Impersonating the Club or speaking on its behalf without authorisation

6. Safeguarding Considerations

Social media use must support the Club's safeguarding responsibilities. Members must not share images or information relating to children or vulnerable adults without appropriate consent, engage in inappropriate communication, or use social media in a way that could put individuals at risk.

7. Data Protection and Privacy

Members must not share personal data without a lawful basis or consent, should be mindful that content may be publicly accessible and permanent, and must not disclose confidential or sensitive information.

8. Club Social Media Accounts

Official accounts must only be managed by authorised individuals. Content should be accurate, appropriate, aligned with club values, monitored regularly, and inappropriate interactions addressed promptly.

9. Personal Accounts

Members using personal social media must make it clear when views are their own, avoid implying they are speaking on behalf of the Club, and be mindful that their behaviour may still reflect on the Club.

10. Breaches of Policy

Breaches of this policy may be dealt with under the Grievance and Disciplinary Policy, referred to England Athletics where appropriate, or result in removal of access to club platforms.

11. Links to Other Policies

This policy should be read alongside the Safeguarding Policy, Inclusion Policy, Grievance and Disciplinary Policy, and Health and Safety Policy.



12. Monitoring and Review

This policy will be reviewed periodically to ensure it remains effective and aligned with safeguarding, legal, and governing body requirements.