



# Social Media and Website Policy

## Epping Tennis Club

### Purpose

This policy has been developed to provide the Epping Tennis Club (ETC) Committee Members with information, guidelines and best practice of how to effectively use social media tools and public platforms to best engage its current members and reach the wider community.

Epping Tennis Club seeks to grow its social media base and use social media platforms to increase its communication with its current members, build its membership base and celebrate the club's achievements.

All members are responsible for knowing and understanding the policy and need to be aware that comments made via social media platforms are not necessarily private and can become public.

The following platforms will be covered by this policy:

- Facebook – a public Facebook page has been created for current club members and the wider community to access
- Instagram – A public Instagram page has been created for current members and the wider community to access
- Epping Tennis Club website

### Responsibilities

The Facebook and website pages will be managed by Committee Members. Administrating members will oversee the expansion of social media content and monitor all content which is posted on the pages by members of the public, to ensure they are in line with the club's values.

Administrators will be responsible for the following:

- ensuring all posts and content are appropriate for public visibility
- ensuring appropriate and timely action is taken to correct, or remove, inappropriate posts
- moderating and monitoring public responses on the ETC's public social media and website pages such as Facebook replies
- ensuring content is up-to-date and regular posts are being added to build public interest
- ensuring they do not give away any private information relating to a club member in a public forum unless permission is given by that member



- not posting or responding to material that is offensive, defamatory, threatening, harassing, bullying, discriminatory, racist, sexist or unlawful

All members of the committee are encouraged to provide content for social media and website pages. When providing content members should:

- email through any updates they wish to be posted on Facebook or the website to the administrators
- include a signed parental/guardian consent form if photos to be posted online are of people under the age of 18. Consent forms are available at the Tennis Club.

### Policy activated

Signed: \_\_\_\_\_ Signed: \_\_\_\_\_

Club President

Club Secretary

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Next policy review date is 21<sup>st</sup> May 2021