

MINEHEAD MOTOR CLUB Social Media Policy

Introduction

MINEHEAD MOTOR CLUB recognises that social media is an important tool for all club members to engage with each other and the club.

MINEHEAD MOTOR CLUB encourages club members to use social media and other channels to promote themselves, the club, the clubs events and the sport.

MINEHEAD MOTOR CLUB provides a service to all members by actively utilising Facebook, as well as websites to promote its work and activities.

The organisation is committed to providing a safe, fair and fun online space for MINEHEAD MOTOR CLUB members. This includes safeguarding the welfare of young people who engage with the organisation on any social media and websites used by MINEHEAD MOTOR CLUB.

MINEHEAD MOTOR CLUB recognises that this policy can be continuously developed and will review this document again by October 2024 or after the outcome of any serious issue or incident as a result of the use of social media sites by the MINEHEAD MOTOR CLUB community.

To complement this policy, Motorsport UK has produced a Social Media Guidance document to provide the community with further information on how to engage appropriately online.

The Policy outlines:

- The social media channels managed by the MINEHEAD MOTOR CLUB members
- How MINEHEAD MOTOR CLUB manages its social media channels and who is responsible
- The principles that MINEHEAD MOTOR CLUB follow in monitoring all channels
- Reporting procedures to follow if any abusive or illegal content or activity has been identified by MINEHEAD MOTOR CLUB members, Motorsport UK or community members

Our team closely moderates our online community across all digital platforms and ensure the interaction and engagement on our social media channels are in line with our policy.

This policy is endorsed by the MINEHEAD MOTOR CLUB COMMITTEE MEMBERS.

MINEHEAD MOTOR CLUB will be active on third party social networking sites which are known to engage with young people and vulnerable adults, as follows:

Facebook:

- Motorsport UK: <https://www.facebook.com/MineheadMotorClub>

Management

Minehead Motor Club's Social Media Managers are jointly responsible for:

- The day-to-day management of any MINEHEAD MOTOR CLUB social media platforms commissioned or operated by the organisation
- Establishing acceptable standards for the privacy and moderation of the service and will work with MINEHEAD MOTOR CLUB Safeguarding Officer and Motorsport UK's Head of Safeguarding to establish any other safeguards required
- Ensuring that any club committee members, partner agencies or contractors abide by the rules and regulations of MINEHEAD MOTOR CLUB, in that any comments posted are not, or

may not be conceived as: offensive, insulting, abusive, threatening, racist, discriminatory or may cause offence or harm to others, including race or club officials, members of the MINEHEAD MOTOR CLUB workforce, Motorsport UK Clubs/groups and teams or any person(s) associated with the activities of the Club or Motorsport UK

- Deciding which links will appear on the MINEHEAD MOTOR CLUB website and social media channels and the acceptability of access to other sites
- Establishing acceptable use policy and will refer to the Club Safeguarding Officer and/or the Motorsport UK Head of Safeguarding and Regulatory Counsel/Disciplinary Officer after incidents of misuse
- Manage any other key staff or volunteers who may be involved in the monitoring of any internal or third-party sites used by MINEHEAD MOTOR CLUB
- Initial interface with the Club Safeguarding Officer and/or Motorsport UK Head of Safeguarding
- Ensuring that the safeguarding expectations of MINEHEAD MOTOR CLUB are included in any third-party contracts in tandem with the Club Committee or Club Manager
- Agreeing in advance with contractor(s) privacy and safety tools including acceptable and unacceptable behaviours
- Monitoring legally approved use of MINEHEAD MOTOR CLUB content of any third-party websites used by the club

The Club Will Not

- Host any participant's profiles or personal details of young drivers/anyone under 18 years of age on club sites without the written consent of their parent/carer
- Place pictures of individuals under 18 years of age on club websites or social media pages without the express permission of parents/carers
- Post or host items which may be considered hurtful, offensive, threatening, racist or discriminatory or which may otherwise cause offence or harm to another or might incite such behaviour in others

General Guidance

The club, its officials and members should be aware that they can be vicariously liable for material published by employees whether paid or unpaid in the course of their employment and duties for example on an official website, Facebook site or published by employees outside motor sport via a work email address or a work Twitter handle. The club can also be liable for third party comments and postings made in its website forums or on their Facebook pages

Monitoring

MINEHEAD MOTOR CLUB'S Social Media Managers will be jointly responsible for:

- Monitoring the acceptable use policy and clarify unacceptable behaviour including harassment, defamation, discrimination, abuse, bullying and obscene or abusive language, the uploading of libellous, defamatory, obscene, illegal or violent material, or depicting nudity. This list is not exhaustive, and the club may wish to add additional issues
- Referring any breaches of this policy to the Club Safeguarding Officer and/or Motorsport UK's Head of Safeguarding and the Regulatory Counsel/Disciplinary Officer, and who in turn

may refer any breach of conduct obligations to the Motorsport UK National Court whether for disciplinary purposes or for an Inquiry

- If appropriate, will be the Webmaster or key monitoring staff who has contact with children and young people who interact with the club's webpage or profile

Reporting Procedures

If you have any concerns about online behaviours, there are a number of different avenues for reporting as listed below, you can also discuss your concerns with the Club's Safeguarding Officer.

Any incidents of unacceptable behaviour including but not limited to harassment or discrimination, or the use of obscene or abusive language should be reported via the [Race with Respect website](#).

Any incidents of online bullying, abuse, grooming or other behaviours which impact on the welfare or wellbeing of children or young people must be reported to the Club Safeguarding Officer.

If you have concerns that material being posted is libellous, defamatory, or illegal report it to the Club Safeguarding Officer.