

# NEWCASTLE FRONTRUNNERS SOCIAL MEDIA POLICY



## 1. Background to this Policy

NFR is a diverse and growing club with an increasingly active membership and programme of events. In order to ensure that key information is shared effectively and not lost to “noise” the committee have written this policy. This policy sets out best-practise guidance for the use of Newcastle Frontrunners’ social media platforms by the committee, club members and use of such for publicity of the club. These include our website, Facebook, Flickr and Twitter.

The objects of the club are:

- to promote health and wellbeing through running among lesbian, gay male, bisexual and transgender (LGBT) adults, regardless of race, religion, sex, sexual orientation or physical ability;
- to combat discrimination and homophobia in sport, and to encourage LGBT involvement in the local and sporting community.

To support our objective of combatting discrimination, our members may be asked to take part in publicity initiatives and this policy also applies to those.

## 2. General Guidance

The general aim of this policy is to encourage consideration of others in your actions on social media. This impacts on the following areas specifically:

Posting on NFR Private Members only Facebook:

- Why am I posting?
- Does the entire club need to know about this?
- Would my own or my friend’s wall be more appropriate?
- Would a message to a committee member or leader achieve the same result?
- Where am I posting?
- Would it be better posted in a specific subgroup? (eg. The grand prix event in question)

Use of images from NFR events:

- Am I impacting on anyone’s right to privacy?
- Is everyone in the picture aware it was taken (particularly those in the background)?
- Would posting or tagging this make anyone uncomfortable?
- Any images of minors must have consent of both parents
- This includes sharing on personal social media

The Committee will offer specific private feedback to individual members to encourage compliance with the above general principles.

## 3. Publicity

Club publicity and promotional materials should attempt to demonstrate the vibrant and diverse nature of our members and the LGBT communities we serve. We recognise that participation may be especially difficult for certain groups and therefore may take steps to promote the Club in a targeted manner from time to time.

We are sensitive to the situation of our members and recognise some may not wish for their name or photograph to be published either in public or private (club members only) domains. Permission shall be sought from members on joining the club and at annual resubscription thereafter for the Club to use their name/photograph in publicity. Typically only first names will be used in public writing, e.g. there may be a testimonial from a member, and it would be attributed to “Brian, runner”.

Choosing to take part in a group photo at an NFR event will be considered implied consent for that photo to be used for club publicity photos. Photos taken at NFR events may be made available to the public via Flickr through the link on our website. Those members who do not want to take part in group photos will be treated with sensitivity and discretion.

## 4. Review

The Club welcomes comments and suggestions from members to highlight areas where we can improve. This policy shall be reviewed on an annual basis.

*Last review: January 2017*