Social Media and Communications Policy

South West London Cycle Touring Club

Purpose

SW London CTC uses social media and email to communicate, promote activities, and engage with members and the community. This policy sets clear expectations to ensure social media and communication channels such as WhatsApp and email are used in a positive, respectful, and safe manner. This policy should be read in conjunction with the club's Privacy Policy and GDPR regulations to be found on our website.

Scope

This policy applies to all members of SW London CTC. It covers:

- Official club social media accounts e.g. blogs contained within our website
- Personal accounts when referencing the club
- Club-related group chats and messaging platforms e.g. club WhatsApp groups

Official Club Accounts

- Only Committee-approved persons may manage official club accounts.
- Content must be accurate, respectful, and consistent with the club's values.
- At least two Committee members should have administrator access.

Acceptable Use

When using social media and communications channels in connection with the club, members must:

- Treat others with respect and courtesy
- Promote a positive image of the club
- Respect privacy, confidentiality and security e.g. use BCC (blind carbon copy) when sending out emails to ride participants
- Follow all relevant laws and platform rules

Unacceptable Use

The following is not permitted:

- Offensive, abusive, discriminatory, or bullying behaviour
- Posting confidential or private club information
- Content that may damage the reputation of the club
- Online arguments or disputes on behalf of the club
- Keep WhatsApp chats brief and limited to cycling related matters
- The club policy is that we do not promote any third party events, businesses or charities on our web site or blogs.

Personal Accounts

- Members are responsible for their own social media activity.
- Personal views must not be presented as those of the club.
- Club logos or branding must not be used without permission.

Breaches

Concerns or breaches of this policy should be reported to the Committee. The Committee may request removal of content: Administrators and Moderators have the right to remove content immediately and also to remove a member from a social media group.

Review

This policy will be reviewed every **12 months**.