

20th September 2019

Cheshire Centre Social Media Guidance

1. Introduction

Social networking sites, such as, but not exclusively, Facebook, YouTube, Twitter, Instagram etc. are a useful way for keeping in touch with friends, family and Centre members, and are also a great way to exchange information. However, Centre members must not forget that what they post on social networking sites may be seen across these networks, and are reminded that they must conduct themselves in a manner which upholds the good name of the Caravan and Motorhome Club and which respects the comfort and convenience of other members.

Please note that when using a social networking site the hosting service or social media provider is the Data Controller and personal data will be processed by them in line with their terms of use and policies. Before providing personal data or becoming a member of a social media site, it is advisable that the Centre reviews the Data Protection Policy or Notice so that you can be clear how personal data will be used. If you agree to the terms of use and policies, the agreement is between yourself and the social media provider. In these circumstances the Club has no control or responsibility how personal data is processed.

2. General Guidance

1. The Cheshire Centre recognises that some members will make use of social networking in their own time, using their own equipment. Whilst there is no intention to restrict an individual's rights and freedoms, it is expected that all members will conduct themselves in such a way as to avoid bringing the Club or Centre into disrepute or compromising their effectiveness.
2. This policy has been prepared to protect the privacy, confidentiality and interests of Cheshire Centre members. It applies only to Centre related issues and is not intended to infringe upon an individual's personal interaction or commentary online. However, all members are asked to respect the privacy, confidentiality and propriety of the Cheshire Centre and those working on their behalf, and not post anything that might be considered to breach this. Members should take care when discussing information relating to Centre affairs as discussions can sometimes be misinterpreted and cause offence.
3. All members should be aware that any inappropriate posts made to social media sites could be deemed a breach of the Caravan and Motorhome Clubs Code of Behaviour (Bye-Law 10) that

could result in disciplinary action (Centre Rules 9 and/or Bye-Law 11). In extreme cases, it could result in civil and criminal liability.

4. When posting to the internet, including engaging in blogging or the use of forums, video sharing or social networking sites, it is suggested that members do not disclose their position as a Centre member.
5. Members should be aware that the Committee takes the posting of offensive material and the harassment, bullying or victimisation of members via the internet and social networking sites very seriously. A breach of any of the following may lead to disciplinary action:
 - a Members must not divulge or forward any confidential information or information belonging to the Cheshire Centre, which is not in the public domain or expand upon such information already available in the public domain.
 - b If any member discloses that they are attached to the Cheshire Centre, then it must be made absolutely clear that any views expressed do not represent the official position of the Centre but are the views of the individual.
 - c Members cannot write a blog in an official capacity unless sanctioned and agreed by the Committee, i.e. representing the views of the Centre. If, however, they give a personal opinion as an experienced person in a particular field, they must state that it is solely their view and not the view of the Centre. Members must not use any Club or Centre logo or other copyright material that infers official endorsement of the photograph, article, document or opinion.
 - d Any photographs of Centre members must not be used to harass, intimidate or bring the Club or Centre into disrepute.
 - e Members must not display offensive images or make offensive comments, or in any way harass, intimidate, bully, victimise or discriminate against other members.

3. Centre Facebook Guidance

- 1 The Centre's Facebook page is for closed groups and Centre Members only and is not open for anyone to read. Access by anyone else must be approved by the Centre Committee.
- 2 When content or information is published by a Centre member on the Centre Facebook page, it means that they are allowing everyone with access to that page to use that information.
- 3 All comments must relate to Club or Centre business. General discussion should be on other social media forums.
- 4 The Centre will appoint a minimum of two administrators to manage its Facebook page, at least one of whom will be a Committee member with access to Centre membership records. Any derogatory, offensive or inappropriate comments will be removed by the administrator as soon as they are identified. The decision of the administrator on what should be removed will be final.

4. Use of Photographs / Images

On those occasions where Centre members take photos for use in Centre-related publicity, eg the Centre handbook, website or Caravan and Motorhome Club Magazine, the Centre will ensure that you are aware that this is happening and the context in which any such photo is being used.

5. Committee Members' Responsibilities

All Committee members have a duty to implement this policy and take action if they become aware of any breach of this policy. They should explain the Centre's policy on the use of social media and networking sites and take steps to promote awareness of this policy.

6. What to do if you believe you are being harassed, bullied or victimised via a social networking site?

If you are a member and you believe that you are being harassed, bullied or victimised as a result of another member's post to an internet site, it is open to you to take the necessary action. You should contact the Centre Secretary or Chairman or another Committee member for support and guidance on the informal and formal action which can be taken.

7. Consequences of not following this guidance

Any member found to be in breach of the above may be subject to disciplinary action in accordance with the Club's Code of Behaviour at Bye-Law 10 and Centre Rules, Para 9. If the member is also found to be in breach of the Data Protection Law, or other relevant legislation or copyright, it could lead to criminal proceedings and prosecution.

Cheshire Centre Committee