



# **SOCIAL MEDIA POLICY**

Version: 1.1

Effective Date: 16:12:25

Review Date: 15:12:27 and or when law updates

## **Purpose**

This Social Media Policy aims to:

- Promote responsible, respectful, and positive use of social media by members, parents, volunteers, and supporters of Lisburn BMX Club.
- Protect the reputation and integrity of Lisburn BMX Club, its members, and Cycling Ireland.
- Provide clear guidance on acceptable online conduct and the consequences of misuse.
- Ensure compliance with UK law as it applies in Northern Ireland, and the Lisburn BMX Club Policies.
- Ensure compliance with Northern Ireland-specific safeguarding legislation, including the Children (Northern Ireland) Order 1995 and statutory guidance on co-operating to safeguard children and young people.

# **Scope**

This policy applies to:

- All members, riders, coaches, officials, volunteers, and parents/guardians of riders.
- Anyone representing Lisburn BMX Club in any capacity.
- Non-members who follow or interact with the Club's official social media channels.

It covers all online activity relating to the Club, including but not limited to Facebook, Instagram, X/Twitter, WhatsApp, Strava, YouTube, TikTok, Club websites, and any online platform or messaging group where Lisburn BMX Club is represented.

## **Acceptance of Policy**

### **Club Members**

All Club members (riders, coaches, officials, volunteers, and parents/guardians of junior riders) must:

- Read and acknowledge this Social Media Policy upon joining or renewal of membership.
- Understand that this policy forms part of the Club's Code of Conduct. Acceptance of Club membership includes acceptance of both documents.

### **Public Followers and Non-Members**

By engaging with Lisburn BMX Club social media, you acknowledge:

- Reasonable opportunity to review this policy.
- Participation is subject to the standards and rules outlined herein.
- The Club may remove content or restrict access for breaches of this policy.

## **Right to Withdraw**

If you do not agree with the terms, you may:

- Leave Club social media groups or unfollow channels.
- Request deletion of personal data in accordance with your rights under UK GDPR.

## **Changes to This Policy**

Members and followers will be notified of material changes via official Club communication channels. Continued participation after notification constitutes acceptance.

## **Acceptable Use**

All members and followers are expected to:

- Treat others with respect, fairness, and courtesy at all times.
- Represent Lisburn BMX Club and Cycling Ireland positively.
- Ensure posts or comments referring to the Club or its members are accurate, respectful, and not misleading.
- Protect the privacy and confidentiality of Club matters and members' personal information.
- Obtain consent before sharing photos or videos of others, especially minors or vulnerable individuals, in line with Club Safeguarding Policies.
- Comply with ICO Northern Ireland guidance: children under 18 should not be publicly identified by name or personal details without parental consent.
- Be mindful that personal posts may reflect on the Club's reputation.
- Social media platforms typically require users to be aged 13 or over. Parents/guardians must supervise children's online activity.

## **WhatsApp and Private Messaging Groups**

### **Official Club Groups:**

- Only Committee members or approved administrators may create WhatsApp groups.
- Official groups must be clearly identified

### **Member Responsibilities in Private Groups:**

- Treat messages as confidential unless explicitly stated otherwise.
- Do not forward messages or screenshots outside the group without consent.
- Do not share personal contact details without permission.
- Maintain respectful conduct consistent with public platforms.

### **Parent Note:**

- Parents/guardians must monitor children's participation to ensure age-appropriate, safe use in line with NI safeguarding guidance.

### **Note on Personal Social Media Accounts:**

- Conduct on personal accounts may affect the Club if members are identifiable or reference Club activities.
- Disciplinary action applies only for serious breaches (harassment, data breaches, defamation, criminal offences, discrimination).
- Sharing copyrighted material without permission is prohibited.
- Informal resolution is preferred before formal disciplinary procedures.

## **Confidentiality**

### **Members and followers must respect confidentiality of:**

- Internal discussions between committee members, coaches, or welfare officers.
- Personal information about riders, parents, or volunteers.

- Club documentation, disputes, or disciplinary matters.
- Non-public event plans or operational details.

Breaches may result in disciplinary action.

## **6. Data Protection and GDPR**

### **General Principles**

Lisburn BMX Club handles personal data in compliance with UK GDPR and Data Protection Act 2018.

### **Member and Follower Responsibilities**

- Do not post, share, or forward personal data without consent.
- Do not share images or personal details of minors or vulnerable individuals without written parental/guardian consent.
- Children under 13 should never be publicly identified.
- Report accidental breaches to the Club Welfare Officer or Data Protection Contact.
- Comply with ICO Northern Ireland guidance regarding children's data and online safety.

### **Club Administrator Responsibilities**

- Only post/share personal data with consent for legitimate Club purposes.
- Remove or correct personal data upon legitimate request.

### **Data Protection Contact**

Email: [compliance@lisburnbmxclub.com](mailto:compliance@lisburnbmxclub.com)

## **Consequences of Non-Compliance**

- Breaches may result in disciplinary action or referral to the ICO.

## **Prohibited Conduct**

- Bullying, harassment, intimidation, or abuse online.
- Discrimination or hate speech based on protected characteristics.
- Malicious, persistent posts targeting the Club or members.
- Sharing confidential information without authorisation.
- Using Club branding for personal, commercial, or political purposes without approval.
- Posting offensive, explicit, or illegal content.
- Impersonating the Club or its officials.
- Sharing copyrighted material without permission.

## **Disciplinary Process (Members)**

Breaches may result in:

- Removal from club social media channels
- Informal warning or request to remove content.
- Formal written warning.
- Temporary suspension from training, racing, or events.
- Termination of membership for serious/repeated breaches.

Appeal Rights:

- Members may appeal disciplinary decisions under the Club Constitution. Appeals reviewed by an independent panel, consistent with NI procedural fairness.

# **Non-Members and Online Visitors**

## **Moderation Rights**

- Remove or hide posts breaching this policy.
- Block or ban individuals for inappropriate conduct.

## **Reporting to Authorities**

- May report unlawful or threatening online activity to authorities.
- Comply with NI safeguarding reporting obligations where relevant.

## **No Liability**

- Club not responsible for third-party content, but will moderate reasonably.

## **Content Takedown Procedure**

If content breaches policy or infringes rights:

1. Contact [compliance@lisburnbmxclub.com](mailto:compliance@lisburnbmxclub.com) with details.
2. Provide specifics (link, screenshot, date).
3. Club investigates and may remove/modify within 10 working days.
4. Seek legal advice for complex cases.

## **Legal Compliance**

All users must comply with UK law as it applies in Northern Ireland, including:

- Data Protection Act 2018 / UK GDPR
- Defamation Act 2013

- Equality Act 2010
- Malicious Communications Act 1988
- Communications Act 2003 (s127)
- Protection from Harassment Act 1997
- Copyright, Designs and Patents Act 1988
- Computer Misuse Act 1990
- Online Safety Act 2023
- Children (Northern Ireland) Order 1995 and associated NI safeguarding guidance

Note: Private messages may be legally disclosed. Club may cooperate with law enforcement or legal proceedings.

## **Reporting Concerns**

Contact: [compliance@lisburnbmxclub.com](mailto:compliance@lisburnbmxclub.com)

Handled confidentially in line with Club Policies.

## **Monitoring and Review**

- Monitor official Club platforms for compliance, safeguarding, and reputation.
- Policy reviewed when required or sooner if: legislation changes, Cycling Ireland guidance updates, significant incidents, or Club governance changes.

## **Legal Disclaimer**

- Guidance only; not legal advice.
- Members are responsible for compliance with UK and NI law.
- Policy cannot cover every scenario; members should seek independent legal advice if concerned.