



# **Social Media Policy 2023**



## Social Media Policy

With social media being the world's fastest form of real-time communication, it is a normal part of life for a large percentage of the population. With businesses using social media as a communication tool, they have the potential to find themselves in the situation where what is said about them or what their members of staff say can be potentially damaging.

Businesses recognise that social media offers a new opportunity to engage and market to customers and other communities with shared interests on an increased level, understanding the scope for two-way communication in a very public arena.

As Borough 19 Motor Club members and volunteers are now involved in social media for both work and personal reasons there is a definite need for some guidelines that ensures that all employees and volunteers are aware of what may be said about the companies, the events, products and services, people, competitors and other stakeholders.

B19 MC social media tools include but are not limited to the following:

- Social networking sites, such as Facebook and LinkedIn
- Video and photo sharing sites, such as YouTube and Instagram.  
Micro-blogging sites, including Twitter
- Blogs, including personal or corporate blogs
- Forums and discussion boards, such as Google Groups
- Any other website which allows simple publishing of comments and opinions.

### Guidelines:

The following guidelines outline the implications of social media use and include recommended best practice for all B19 MC members and volunteers.

Issues of confidentiality, intellectual property and defamation are even more important online as such things can be picked up on by more than just the initial target audience. As a rule of thumb, the general principles that should be observed are:

- Integrity - being open and honest in the use of network sites
- Respect - for the individuals and communities with which you interact
- Confidentiality - with regard to client of company issues Legal - always acting within the law at all times

Only those specifically authorised in writing by a Chairman may represent the B19 MC in any social media context. If you have officially received approval to represent the B19 in social media or if you discuss company related issues in your personal use of social media platforms you are required to follow the following principles:

1. You are personally responsible for your own commentary. Individuals can be held personally liable for any commentary deemed to be defamatory, obscene or libellous and such commentary must not be used at any time. Social media users should not use colourful language, obscenity, copyright material or derogatory remarks. If it is made know that you have an involvement with the B19 it should be made clear that the views you are sharing are your own personal views and are not those of the B19.
2. Do not disclose confidential or sensitive information. Never disclose information either text or images that is confidential to the B19 or any third party that has disclosed information such as suppliers. Talking about revenue, future plans and other similar information could



get you into legal difficulties, even if it is your own personal view and whether or not you identify yourself as being involved with the B19 MC.

3. Do not discuss involvement with B19 MC projects in any social mediums. Information about and identification of current B19 MC projects and developments should not be made public in this way. Any individual can be held liable for inappropriately disclosing B19 projects or development through social media. If you wish to promote B19 developments on your personal social platforms this must be approved by the relevant Manager of the B19 Company.
4. Be mindful of and respect your audience. Remember that others including colleagues and those dealing with the situation in question may be actively reading what you write. Think of what you say in the same way as any statements you might make in emails you might send to people you don't know. If you wouldn't include your comment in those then think twice about posting such comments on-line.
5. Obtain permission to use the B19 MC name and logo or those of associated companies. You cannot use the logo or name of the B19 MC without the formal written permission from the Chairman, other than the name in a very general sense.

If you maintain a website or blog and have identified yourself as being a B19 MC member or even having direct connections to the club, if you have blogged about your work for the B19 the guidelines below must be implemented in addition to those already covered.

Use a disclaimer. You should make it clear that the views you express are yours alone, possibly though the use of a statement such as: "The views express on this (website/blog/etc) are my own and do not reflect the views of B19 MC". Get your facts straight.

Even though your postings will be primarily made up of your personal opinion, check that your facts are accurate before posting them. Make sure you have permission to post any copyrighted items or images and be careful about posting or linking to items that may contain viruses.

Reputation.

Your actions must not affect the B19 MC business interests or bring the Club, its members or volunteers into disrepute.

In general, what you do in your own time is your own concern. However, activities that affect your performance, the performance of others or B19 MC interests, are a real focus for these guidelines. Please remember that the extent to which you breach any of these guidelines for matters directly relating to B19 MC interests may be subject to legal or disciplinary action, such action may ultimately lead to dismissal. In addition, in the event that any third-party claims are brought against the B19 MC as a result of your activity you will be held responsible for any costs or damages incurred as a result.

If you require any clarification about any aspect of these guidelines and how it applies to your own circumstance, please contact a B19 Committee Member in the first instance.

Contacts on B19 website: [Contact - B19MC \(borough19motorclub.org.uk\)](http://B19MC(borough19motorclub.org.uk))

B19 MC will use this policy in association with the Motorsport UK Social Media Policy: [2020-11-24-social-media-policy.pdf \(motorsportuk.org\)](https://www.motorsportuk.org/2020-11-24-social-media-policy.pdf)