



# Grangemouth Triathlon Club

## Social Media & Advertising Policy

### Introduction

GTC have a private Facebook group along with a public Facebook page, Website and Slack channels. All members of GTC have access to the above sites and are advised to read this policy to help them make decisions about posting content on any of the social media channels.

The main reason for the club having these various media channels is to keep its members informed of upcoming events and highlighting club members achievements at competitions throughout the year.

### General Rules and Guidelines

Club members are advised to adhere to the following general rules when posting on the Club's social media channels:

- Do not upload, post or forward any links to abusive, obscene, discriminatory, harassing, derogatory or defamatory content or junk mail which is likely to cause offence.
- Do not upload or post any content belonging to a third party unless it is appropriate to club activity. If you need advice on any content, then please contact the Club's social media secretary.
- Please think carefully about any content that you are going to post on social media before you hit the send button just in case it might have a negative impact on other club members.
- Try to avoid posting anyone's contact details or private information without seeking their permission first.
- Please avoid discussing or replying to comments that are not relevant to triathlon or the Club's activities.

If any member of the club feels upset or offended by any material posted on the Club's social media channels then they should immediately contact the social media secretary or any member of the GTC committee.

### Use of Public Social Media

GTC permits any member to post on its public social media provided they adhere to the general rules and guidelines. All content posted on the Club's public social media will be carefully and thoughtfully managed by the GTC media secretary who is a member of the club.

One of the main reasons for engaging with the public through our social media channels is to promote the Club and encourage new members to join and take up the sport of triathlon, hence the reason for vetting of all content on the public channels.

## **Exclusions**

When people join GTC, the club assumes that members are happy to have their names and or photos included in reports that are posted on the social media channels. If however, a club member, for what ever reason, does not want their name or photo posted on any of the social media channels then it is their responsibility to inform the Club's media secretary or any member of the club committee of their wishes.

If a club member sees a report or photo on any of the Club's social media channels that they are not happy with or want to have removed, then they must contact the Club's media secretary before any action can be taken. Special care is taken to make sure that none of the content on the Club's social media channels is shared with any third-party organisations for the purpose of marketing or research.

## **Advertising Rules**

GTC welcomes club members to advertise triathlon related sports equipment for sale on the social media channels as long as it is not a business. The Club discourages the advertising of triathlon services on its social media channels, for example training, bike fitting etc unless another member asks for recommendations. Any business that wants to advertise their products or services on any of the Club's social media channels must seek approval from the club committee.