



Social Media Policy for Partakers

30 July 2019

Version 1.0

1. Policy Statement

- 1.1 Scottish Athletics understands that the use of Social Media helps promote not only the Partaker and/or Affiliated Club in the sport of athletics but also Scottish Athletics, if used appropriately. This Policy outlines the standards that Scottish Athletics requires of Partakers when using Social Media.

2. Who is Covered by the Policy

- 2.1 This Policy is applicable to all Partakers who fall under the jurisdiction of Scottish Athletics as well as to any individual who is also employed by Scottish Athletics in a dual role. Where there is deemed to have been a breach of this policy by an employee, but the breach was committed out with the course of the person's employment, Scottish Athletics reserves the right to also make the decision as to whether any further, separate disciplinary action should be taken under the individual's terms of employment.

3. The Purpose and Scope of the Policy

- 3.1 This Policy sets out Scottish Athletics expectations of its Partakers when engaging with Social Media. "Social Media" for the purpose of this Social Media Policy for Partaker is not limited to certain digital social media platforms. However, the following list are examples of platforms that are covered by this Policy:

3.1.1 Social networking sites (e.g. Facebook, Twitter, LinkedIn, Instagram etc.);

3.1.2 Video and photo sharing sites (e.g. YouTube, Flickr);

3.1.3 Personal blogs or any other type of blog;

3.1.4 Forums and discussion boards;

3.1.5 Online encyclopedias (e.g. Wikipedia);

3.1.6 Instant messaging (e.g. Facebook Messenger etc.) ;

3.1.7 Vlog and Podcasting; and

3.1.8 Any other website that allows an individual user to use simple publishing tools.

- 3.2 Breach of this Policy will be dealt with in accordance with Scottish Athletics Code of Conduct for Partakers and/or disciplinary procedure as set out in Scottish Athletics Disciplinary Policy for Partakers. In serious cases, a breach of this Policy may be treated as an aggravated breach leading to an expulsion from Scottish Athletics, and or termination of employment if an employee.

4. Personal Use of Social Media

- 4.1 Scottish Athletics respects your right to use Social Media for personal use, however, it is important to be mindful of the impact that Social Media can have on others. As a Scottish Athletics Partaker, the following conditions must be met when using Social Media for personal use:

4.1.1 Partakers are responsible for their conduct when using any form of Social Media;

4.1.2 A Partakers personal views should not conflict with their existing role as a Scottish Athletics Partaker;

4.1.3 Partakers should be aware that what they publish could be in the public domain for a number of years; and

4.1.4 Partakers should be mindful of the impact that their Social Media comments may have on people's perception of Scottish Athletics and its Partakers.

4.2 Scottish Athletics may from time to time publish Media and Social Network Policy Guidelines for Partakers to help with regards to media comments and social networking postings.

5. Using Social Media – Suggestions of Good Practice

5.1 When making use of any Social Media platform, Partakers must read and comply with its terms of use.

5.2 Do not upload, post or forward any content belonging to a third party unless the Partaker has that third party's consent.

5.3 Do not discuss other Partakers, on Social Media, without their prior approval.

5.4 Partakers should avoid publishing their contact details where they can be accessed and used widely by people that they did not intend to see or use them, and never publish anyone else's contact details.

5.5 Do not be critical of anyone who is connected to athletics on social media platforms including licenced event officials, licenced coaches, volunteers, helpers, event organisers, athletes and other Partakers.

5.6 Do not write or say anything which is likely to bring Scottish Athletics or the sport of athletics into disrepute or cause the Partaker to be in breach of the Code of Conduct for Partakers. This may include, but is in no way limited to, improper, threatening, abusive, indecent or insulting communications.

5.7 Do not engage with individuals who are being abusive or argumentative on social media sites.

5.8 Avoid commenting on matters of a sensitive nature whether they be related to athletics or not.

6. Investigations and Disciplinary Action

6.1 If it comes to the attention of Scottish Athletics that a Partaker has published content on Social Media that is in direct contravention to this Policy, or which is otherwise inappropriate, Scottish Athletics may order an investigation into the content.

6.2 Scottish Athletics will afford the Partaker who is alleged to have infringed the Social Media Policy for Partakers, the opportunity to respond to the allegations which may include confirmation as to whether they committed the alleged offence and the context in which the offence occurred.

6.3 In the event that Scottish Athletics deems the Social Media activity to be in breach of the Social Media Policy for Partakers, the organisation may refer the matter to the disciplinary committee, in accordance with the Scottish Athletics Disciplinary Policy for Partakers.

7. Definitions

"Affiliated Organisation" and "Affiliated Organisations" means a body associated with Scottish Athletics;

“the Board” means the board of Directors of Scottish Athletics, which shall comprise all of the Directors from time to time, as constituted in accordance with these Articles;

“Code of Conduct” and “Code of Conduct for Partakers” means this Code of Conduct of Partakers;

“Disciplinary Policy for Partakers” means the Scottish Athletics Disciplinary Policy for Partakers;

“Partaker” and “Partakers” is defined as any person or body who is a member, or who is operating in the capacity of a member of Scottish Athletics through one of its membership categories, including volunteers, entrants to events operating under a Scottish Athletics licensed event, and individuals or organisations contracted to or whose services are engaged to deliver programmes and courses on behalf of Scottish Athletics;

“Scottish Athletics”, “Scottish Athletics Limited” “**scottishathletics**” is the National Governing Body for Athletics in Scotland;

“Social Media” means is described in paragraph 3.1 of this policy;

“Social Media Policy for Partakers” and “this Policy” means this Social Media Policy for Partakers.

8. Further Reading

Scottish Athletics Disciplinary Policy for Partakers

Scottish Athletics Equality Policy

Scottish Athletics Code of Conduct for Partakers

Scottish Athletics Dispute Resolution Procedures between Partakers

Media and Social Network Policy Guidelines for Partakers

Scottish Athletics Child Protection Policy

Scottish Athletics Complaints Procedure

This Policy is approved by the Scottish Athletics Board of Directors who will consider proposals for additions and/or amendments on an ongoing basis.

Equality Impact Assessment Record

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| Date of Assessment: | 28 July 2019 |
| Assessed by: | Head of Operations, Equalities Officer |
| Review date: | 31 October 2022 or as required |