

CLEVELAND WHEELERS CYCLING CLUB

SOCIAL MEDIA POLICY

Social media and mobile technology are a great way for Club members to connect with each other and to promote Club activities and achievements.

Cleveland Wheelers wishes to embrace these communication channels. However, we recognise that they can be misused. This policy has been published to be open and transparent about how members should communicate with each other, and with other interested parties, when using social media. The Club accepts that “friendly banter” will exist between members and has no issue where this is inoffensive and where the impact on other members has been carefully considered. The groups social media administrators are not responsible for this policy being adhered to. All members have the collective responsibility of ensuring that content on the Club’s social media channels is appropriate and the committee collectively will address any breaches.

Email Distribution Lists

Members of Cleveland Wheelers will receive Club emails unless they choose to opt out of the club distribution list by adjusting their preferences on the Membermojo Membership Management Tool. We will utilise the membership information contained within the Membermojo Membership Management Tool to share information by email with members – storing your data in this portal ensures that we are compliant with data privacy and security recommendations.

Social Media Channels (including Facebook, Instagram, Strava and Twitter)

In all situations the Club’s social media channels and website should not be employed for personal gain, commercial or vested interest. Where reasonable, notices may be posted to promote local services or races that relate to the Club’s members and local supporters. Posts should NOT contain profane or offensive language or images. They also should NOT criticise or belittle individuals, events, race directors, teams, sponsors, volunteers or organisations related to racing or training or bring the Club into disrepute.

Members must not post entries on a social networking site (including sites external to Cleveland Wheelers but in public view) about the Club, or its members, which could be interpreted as being derogatory, defamatory, discriminatory or offensive in any way, or which could bring the Club into disrepute.

Please be aware that content either implied or expressed may be construed as bullying or harassment. Any unreasonable activity as mentioned above should be reported to the Club Secretary.

Cleveland Wheelers Facebook Groups

Members have access to the closed Cleveland Wheelers Facebook groups where we communicate and share Club information. The primary purpose of these groups

is to promote and convey information that is relevant to Club members – all members are encouraged to join the specific pages. These offer a platform to share club activities, achievements, photographs, news, etc. Please be mindful and consider other users when posting. Could a post cause offence? Is it appropriate for everyone who has access to the site?

Club members may post occasional and reasonable notices of their private sales, swap offers, wanted requests and give-aways of cycling related items. Recommendations of bikes, cycling equipment, events, services, sales, etc. should only be made where the person posting has no personal or financial interest in the item being reviewed.

Cleveland Wheelers Strava Group

Only Cleveland Wheelers Members will be given access to the club's Strava group. Any posts/rides of a purely commercial nature or that are deemed to be offensive or bringing the Club or its activities into disrepute may be removed without prior notice.

Cleveland Wheelers reserves the right, at its absolute discretion, to delete content, withhold a member's access or impose a total ban on a member's access should a member not conduct themselves in accordance with the above.