



## Social Media Policy



# Social Media Policy

## Kinsale Yacht Club

Revision and Approval History					
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## 1. Introduction

Social media services provide Kinsale Yacht Club with an opportunity to interact and engage with its members together with members of the sailing public, Club staff and other members of the communities in a positive and effective way. While providing many benefits the use of social media services and networks can also result in negative outcomes for both Kinsale Yacht Club and individual users. Inappropriate use of social media can for example;

- Damage Kinsale Yacht Club's reputation;
- Cause embarrassment to both the individuals involved and to Kinsale Yacht Club;
- Leak sensitive club information;
- Lead to a potential security breach;
- Result in litigation against Kinsale Yacht Club and/or to individual members availing of the services.

This policy is designed to provide users of social computing with guidance on their rights and responsibilities with respect to the correct use of social computing. Kinsale Yacht Club developed this Social Media Policy to protect its members, staff, the Club and members of the public from accidental or deliberate misuse of social media.

If you have any questions relating to this policy, please contact [info@kyc.ie](mailto:info@kyc.ie) for further information.

### 1.1 Terminology

**Social Computing** – Includes all social media services, sites, networks, and related services.

**Social Media** – Includes online tools and platforms people use to interact, collaborate, produce, publish and share online content. Includes websites, forums, blogs, podcasts, videos, micro-blogs, bookmarking, wikis, messenger etc. Examples in common use by Kinsale Yacht Club include the Club website, the clubs official Facebook site and WhatsApp groups.

**Social networking sites (also social networking services)** – Includes services like Facebook which are focused on building multiple online communities of users who share interests and/or activities. Usually categorized by the central use of a profile page.

**Social Media services** – Includes but are not limited to:

- Social media, social networking or similar sites managed by Kinsale Yacht Club, e.g. one of the class WhatsApp groups;
- Social media, social networking or similar sites managed by a third party but used by Kinsale Yacht Club;

**Users** – Includes club members, permanent and temporary staff members, independent contractors, subcontractors, and staff of partner organisations employed or otherwise engaged by Kinsale Yacht Club as well as member of the general public who interact with the Clubs social media platforms.



### 1.2 Purpose

The purpose of this document is to outline the policy for the professional and proper use of Kinsale Yacht Clubs official social media services and sites. All users of these official services and sites are expected to abide by this policy. Users are also expected to use official Club social media resources in an efficient, effective, ethical, moral and lawful manner.

### 1.3 Policy Scope

This Social Media Policy outlines the standards expected from users who engage with Kinsale Yacht Clubs official online social computing services.

This policy also provides individual guidance for the personal use of social computing using computer and communications systems not provided by Kinsale Yacht Club.

### 1.4 Responsibilities

All official social media services and sites are operated by Kinsale Yacht Club on behalf of its members to facilitate the free flow of information relating to club activities and activities in general deemed to be of interest to its membership.

All members and Club staff are requested to read and adhere to this Social Media Policy and understand their responsibilities as set out herein.

Please see Kinsale Yacht Clubs privacy policy at [www.kyc.ie](http://www.kyc.ie) for further details on how the Club processes the personal data of its members.

### 1.5 Summary

The main points covered by this document are:

- Reasons for implementing a Social Media Policy
- Scope of the Social Media Policy
- The responsibilities that apply to Kinsale Yacht Club under the Social Media Policy
- The responsibilities that apply to the users of official Kinsale Yacht Club computing, online and messaging systems under the Social Media Policy



## 2. Social Media Policy

The following policy, rules and guidelines apply to all users of social computing on official Kinsale Yacht Club social computing services. While the activities of the Club are recreational in nature, there is a responsibility on both the Club and its members to ensure social media services are used in an appropriate and controlled manner.

**Monitoring** – Although it is not the policy of Kinsale Yacht Club to monitor social computing services, Kinsale Yacht Club reserve the right, but not the duty, to monitor social computing for the purposes of ensuring adhere to this policy. Club members involved in the monitoring of social computing are obliged to keep all details of the monitoring process confidential.

### 2.1 Kinsale Yacht Clubs Responsibilities

Under this policy, Kinsale Yacht Club is responsible for the following;

1. The management and administration of all official Kinsale Yacht Club social computing services. This includes for example the Club website, Facebook account and the various official WhatsApp groups used by the club.
2. Ensuring administrator level access to social media services is managed appropriately to ensure effective management.
3. Informing all users of Kinsale Yacht Club's social computing services of this Social Media Policy.
4. Designate and train official Club social media administrators in proper practices to ensure the continued operation, security and maintenance of the Club's official social computing services;
5. Kinsale Yacht Club reserves the right to withdraw access to its official social computing services where due care is not taken regarding the use of such services and/or systems by users. This may also result in the user(s) being subject to disciplinary action by the Club;
6. Kinsale Yacht Club is obliged to keep abreast of any legal or legislative changes made in relation to the usage of social computing. Kinsale Yacht Club will modify its Social Media Policy as appropriate;
7. Kinsale Yacht Club will conduct a risk assessment for each social media platform it wishes to engage with. Only once the risks identified as part of that risk assessment have been fully identified and the appropriate controls put in place to manage the levels of risk to an acceptable level shall Kinsale Yacht Club engage with that platform;
8. Kinsale Yacht Club will meet its obligations under the GDPR, Data Protection Act 2018 and Article 8 of the European Convention on Human Rights to protect the privacy of its staff and members;
9. Kinsale Yacht Club reserves the right to restrict the sending and receiving of certain types of files and/or file attachments using social computing. This is to ensure that Kinsale Yacht Club is not in breach of any copyright laws, protects staff and members from content that is unlawful, indecent or immoral. These file types include but are not limited to:
  - Movie, Sound or Executable files



## 2.2 Member Guidance on the Use of Online Social Media

Whenever using the official online social computing services relating to Kinsale Yacht Club, members attention is drawn to the following usage guidelines;

1. Use of official Kinsale Yacht Club social media services is bound by this policy.
2. You are responsible for your actions and activities on social computing. Any activities you undertake that could have a negative impact on Kinsale Yacht Club, its members, employees or third parties will ultimately be your responsibility and may be subject to withdrawal of access to social media services and/or disciplinary action by the Club;
3. Users using official Kinsale Yacht Club social computing services will not use profane, abusive, derogatory or obscene remarks in any communications about fellow members, club employee's or members of the public;
4. Users will not store or send fraudulent, harassing, embarrassing, indecent, profane, obscene, pornographic, intimidating or other unlawful material on official Kinsale Yacht Club social computing;
5. All users shall use "common sense" whenever posting material onto social computing. It is important that any material posted is not inflammatory, biased against any minority, sexist, breaches copyright, or in any way could be deemed to be offensive;
6. All users of official Kinsale Yacht Club social media services shall not publish any views or opinions on behalf of Kinsale Yacht Club, unless they are in a role which has explicit authority to do so.
7. Users will not attempt to disable or circumvent any security controls or procedures implemented by the administrators of the Club's official of social computing services;
8. Remember never to disclose confidential information related to Kinsale Yacht Club, its members, employees or third parties through social media.
9. If you come across negative posts on social media regarding Kinsale Yacht Club do not respond to them. Instead alert the administrator of your service or any member of the Club's committees to the issue and an appropriate response from Kinsale Yacht Club will then be made;
10. Be mindful that when using social computing you are in a public environment and you should exercise caution when mixing your business and personal activities. Information posted on the Internet and to social computing is permanent and can be copied and/or forwarded to others outside of your control;
11. Before engaging with individuals, you should, if possible, verify the authenticity of their online persona. Even then you should remain cautious about divulging or discussing any sensitive information on public forums.
12. Should, through your association with Kinsale Yacht Club, 3<sup>rd</sup> parties contact you regarding any queries regarding Kinsale Yacht Club you should politely decline to deal with them and direct them to the official communication channels of the Club.



## 2.3 List of Official Club Social Computing Services

The following is a list of the official social computing services used by the club;

1. The official Club website, [www.kyc.ie](http://www.kyc.ie)
2. The official Kinsale Facebook page
3. The official Sovereign's Cup website, [www.sovereignscup.ie](http://www.sovereignscup.ie)
4. Ad-hoc websites put in place by the club to support sailing/Club events.
5. The WhatsApp groups for the following classes.
  - Cruiser class
  - KYC Dragon class
  - KYC Squib class
  - KYC Sailability
  - KYC Junior members