

East End Road Runners – Social Media Policy

All members should use social media responsibly, respectfully, and safely, in line with England Athletics and UK Athletics safeguarding guidance. This policy applies to all online platforms digitally used by the club.

Expectation for All Members

- Use the club social media channels to share content relevant to running, fitness, club activity, or the local community.
- Treat all members with dignity and respect. Avoid posts that could be offensive, aggressive, discriminatory, harassing, or otherwise harmful.
- Avoid sarcasm, belittling, or critical language that could undermine another member's confidence or well-being.
- Think carefully before posting. If you're unsure whether something is appropriate, do not post it.
- Respect privacy. Do not share personal information, images or videos of others without consent.
- Use language and behaviour online that reflects the same standards expected at training and events.
- Do not engage in arguments, hostility, or behaviour that could damage the club's reputation.
- Report any concerning content to the Welfare Team, or Committee immediately.

Responsibilities of the Club

- All official club social media accounts will be password protected, and accessible to at least 2 designated committee members.
- These designated members will monitor accounts regularly to ensure safe and appropriate use.
- The Welfare Team will advise on safeguarding matters relating to online communication.
- The club will remove any content that breaches this policy, and may take disciplinary action where necessary.
- The club will ensure members are aware of this policy, and understand how to report concerns.

Prohibited Content

Members must not post or share:

- Aggressive, abusive, discriminatory, or inflammatory comments.

- Vulgar, explicit, or insensitive material.
- Bullying, harassment, or targeted criticism of any individual.
- Content that could bring the club, or athletics, into disrepute.
- Images or videos of others without consent.
- Personal grievances should be raised privately with the Committee or Welfare Team.

Reporting Concerns

If you feel uncomfortable about any content posted on club platforms, or if you witness behaviour that breaches this policy, please contact:

- **Welfare Team:** welfare@eerr.org.uk
- **Chairperson:** chair@eerr.org.uk