

Social Media Guidelines

9 September 2024

V1.0 Draft

Social Media platforms

The committee need to exercise control over official social media platforms. This list can be amended by the full committee approval. As of the published date of this document, the list includes:

- Official CMC Whatsapp groups are limited to Notices and Chat groups for each of the 4 disciplines.
 - Tri
 - Running
 - Cycling
 - Swimming

Each Whatsapp group needs to have an accountable committee member.

Each group can also have additional admins, but the committee member needs to ensure all admins comply to these guidelines.

- Facebook sites.
 - CMC club page
 - CMC running
 - CMC Tri
 - CMC Cycling

Each FB site needs to have an accountable committee member.

- Instagram. Currently there is only once general CMC instagram page. (Ownership?)

Norms

The following posts are not allowed:

- Hate speech
- Racism
- Sexism
- Personal attacks
- Personal slander

Relevance

Each Social media channel has a specific purpose. This needs to be defined and published by the relevant owner on the platforms as well as on the CMC website

- All posts should be relevant to the purpose of the platform.

Technical

All posts should avoid overloading other member's devices.

- Avoid large videos and many photos. Be selected and careful.
- Avoid high volume posts.
- Always consider if your post is for general interest. No 1 on 1 discussions - rather communicate directly with another person to limit the traffic.

General

Members are encouraged to interact with each other in a positive, friendly and jovial way, but it should always be concise, relevant to a club activity, and respectful of each other's dignity, time and mobile data

Typical problematic posts

- Advertisements
 - Since the purpose of the notification groups is to convey important information relating to club activities, no advertisements are allowed.
 - Each discipline can provide limited freedom for members to advertise items that are relevant to that discipline. The rules should be very specific and clear.
- Jokes and memes.
 - The general rule is that members should not use the CMC chat pages to share jokes, memes and videos. This can become unmanageable.

Administrator's duties

All administrators must understand that the club has a duty to monitor and control the content on our official social media platforms. They therefore have to take the duties describe below seriously.

- Ensure the purpose of the platforms is defined.
- Ensure the purpose and rules are published.
- Monitor all posts and delete any post that does not seem fit.
- Communicate your action and justification immediately to the member.
- Ban repeat offenders.
- Institute disciplinary action in cases of serious offenses.

