Sample Social Media Policy

Before setting up with social media the club/organisation needs to decide whether it would prefer:

* a page - more like a profile, very professional and quite easy to manage
* a group - more interactive than a page but can be harder to find

Social media is one way that [the club/organisation] connects with their audience. Their audience being:

* Current members
* Potential members
* Sponsors and supporters
* Other interested parties that contribute to the longevity and wellbeing of [the club/organisation]

Goals and Objectives: To provide a modern means of communication within the community of [town].

Content should include:

* updates on what is happening at the [the club/organisation];
* Information that relates to the ‘core business’ of the [the club/organisation]. Discover what posts engage and endeavour to increase the number of likes and visits to the page.

Content shouldn’t include:

* posts that would reflect negatively on the [the club/organisation];
* posts that are bullying, racist or sexist

[the club/organisation] will:

* Select two administrators (one as a backup) with one doing the bulk of the site management
* Have clear guidelines and permissions for photographs
* Have clear guidelines as to the content of their posts (fixtures, events etc.) and how regularly they would post
* Select their core administrator at the AGM as they would with other club positions
* Decide if having a group rather than a page whether that group is to be a private group and how they filter their members.

To maintain good social media standing [the club/organisation] should:

* Have profanity filter set to strong
* Use friendly language with correct spelling and grammar
* Be aware of their settings