

## **Welsh Racing Drivers' Association and the Welsh Sports & Saloon Car Championship Social Media Policy 2024**

1. Scope This policy applies to all members of Welsh Racing Drivers' Association (aka "the WRDA or the club" and the Welsh Sports & Saloon Car Championship or WSSCC).

2.1 This policy is in place to promote responsible usage of social media whilst minimising the risks to the club through inappropriate use of social media; inform members of the club of their obligations regarding the use of social media; and to enhance the continuing development of the WRDA & the WSSCC through insight and intelligence gleaned through social media channels.

2.2 This policy deals with the use of all forms of social media, such as Facebook, LinkedIn, Twitter, Wikipedia, Whisper, Instagram, WhatsApp, Tik Tok, YouTube and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect our club in any way.

2.3 This policy does not form part of any members contract and may be amended at any time and any changes will be communicated to staff prior to becoming effective.

2.4 The purpose of this policy is to inform members of their obligations with regard to their own use of social media. If any member of the WRDA is subject to harassment or derogatory comments via social media, they should bring this to the attention of the WRDA Committee

2.5 Should the Committee come across a derogatory social media post that refers to a member by name, they will inform the member. The norm would be to discuss the post with the affected member, however this will be considered on a case by case basis. The post will be reported to the social media platform. It may also be necessary to provide a copy of the post to the Committee-who will assess if the nature of the content justifies informing the police or other relevant authorities. Further guidance on dealing with challenging behaviour can be found via the WRDA Committee.

3.1 Responsibility for monitoring and reviewing the operation of this policy and making recommendations for change to minimise risks lies with WRDA Committee, and they will review this policy periodically to ensure that it meets legal requirements, draws upon best practice and reflects developments in social media use and technology.

3.2 Members have responsibilities for the effective implementation of this policy. This includes ensuring that members are given the opportunity to read and understand the policy and are aware of the standards of behaviour expected. The WRDA Committee are not expected to monitor social media use, but are expected to take action when they are made aware of behaviour which falls below the level required.

3.3 All Members are responsible for the success of this policy and should ensure that they take the time to read and understand it, adhere to the requirements described and ensure that their use of social media does not damage the reputation of the WRDA and/or the WSSCC.

3.4 Any misuse of social media should be reported to the WRDA Committee

4. Personal Use of Social Media

4.1 It is recognised that you may wish to monitor social media channels for work purposes via a personal account, for example following the Twitter feeds or Linked-in postings of the relevant stakeholders. This can provide the organisation with useful insight into how we are perceived.

## 5. Prohibited Use

5.1 You must not make any social media communications that could damage our business interests or reputation, whether directly or indirectly.

5.2 You must not use social media to defame or disparage the club, the WSSCC or any third party; to harass, bully or unlawfully discriminate against any third parties; to make false or misleading statements; to directly or indirectly make derogatory comments or use offensive or inappropriate language in any social media communication; or to impersonate colleagues or third parties.

5.3 You must not express opinions or provide advice on behalf of the club, or the WSSCC via social media, unless expressly authorised to do so by the Committee. You may be required to undergo training in order to obtain such authorisation.

5.4 You should note that if you provide advice on social media in a personal capacity on matters which relate to the WRDA Committee's responsibilities, it is often easy for you to be identified as connected to the WRDA Committee. Therefore your advice may be interpreted as reflecting an official WRDA COMMITTEE line. You should therefore avoid exposing yourself to a situation where your advice or views could potentially be interpreted as those of the WRDA Committee. Speak to your Committee as soon as possible if you think that there is a risk that this may have occurred.

5.5 *You must not include our logos or trademarks in any social media posting or in your profile on any social media.*

5.6 *You are reminded of your duty of confidentiality to the WRDA Committee and the requirements of s.132 of the Data Protection Act regarding inappropriate disclosure of information. This duty continues after you leave the WRDA & or the WSSCC. You are also reminded of your contractual obligation not to undertake any activity which may embarrass the public image of the WRDA or the WSSCC.*

5.7 Any misuse of social media should be reported to the relevant member of the WRDA Committee and may result in disciplinary action in accordance with Club Rules policy. Disciplinary sanctions will be as described in the disciplinary policy, up to and including exclusion from the club depending on the nature of the misconduct identified. Examples of what may be regarded as gross misconduct include (but are not limited to): posting derogatory or offensive comments about the WRDA or the WSSCC, or colleagues, the deliberate or negligent disclosure of information about the WRDA Committee's activity; and the posting of comments, which may cause harm to the reputation of the WRDA Committee.

## 6.-Business Use of Social Media

6.1 If your duties require you to speak on behalf of the organisation in a social media environment, you must still seek approval for such communication from the WRDA Committee impose certain requirements and restrictions regarding your activities.

6.2 Likewise, if you are contacted for comments about the organisation for publication anywhere, including in any social media outlet, direct the enquiry to the WRDA Committee and do not respond without written approval.

## 7. Guidelines for Responsible Use of Social Media

7.1 When making personal use of social media, (i.e. you are not posting in your capacity as an WRDA Committee member) you must not imply that you are posting on behalf of the WRDA COMMITTEE, or as a member of THE WRDA COMMITTEE. Write in the first person and use a personal email address.

7.2 Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see. On personal social networks and messaging services – even closed ones like Facebook and WhatsApp – you should be aware that posts can be shared outside of your network. If you make a posting which could bring the organisation into disrepute, then you could be subject to disciplinary action.

7.3 If you disclose your affiliation with us on your business based social media profile or in any social media postings, you must state that your views do not represent those of your employer (unless you are authorised to speak on our behalf as set out in section 6). You should also ensure that your profile and any content you post are consistent with the professional image you present to clients and colleagues.

7.4 You should be aware that it is possible for social media users to connect the work you do for the WRDA COMMITTEE with other social media postings. The likelihood of this is increased if you declare on business based social media that you work at the WRDA COMMITTEE. It is therefore important to remember that when posting in other Social Media Policy March 2021 5a personal capacity you may still easily be identified by other users as working for the WRDA COMMITTEE even if you don't state it.

7.5 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with the WRDA Committee

7.6 Alerting us if you come across postings which are negative about the WRDA and/or WSSCC will help the team to understand perceptions of us, and manage our reputation on social media if responses are required.

7.7 The privacy settings on social media apps and websites should give you control over how your personal information is used. All members who use social media are advised to check their privacy settings before using a particular service and to review them regularly, particularly after any new settings are introduced.

## 8. References

8.1 Staff should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to the organisation and create legal liability for both the author of the reference and the organisation.

## 9. Monitoring

### Social Media Policy March 2021 7

9.1 We reserve the right to monitor, intercept and review, without further notice, staff activities using our communications systems including but not limited to social media postings and activities. This may be done for legitimate business purposes which include ascertaining and demonstrating that expected standards are being met by those using the systems and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime).

## 10. Breach of this Policy

10.1 As stated in Section 5, breach of this policy may result in disciplinary action up to and including exclusion from the club. All breaches will be investigated in accordance with THE WRDA Committee Disciplinary Policy and Procedure and the level of disciplinary action to be taken, if any, will be a matter of judgement for the chair of the disciplinary hearing.

10.2 You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may result in disciplinary action.

## 11. Frequently Asked Questions

### 11.1 Can I declare on social media that I work for the WRDA COMMITTEE?

Yes, if it is a professional based social media platform, but ensure you reflect a professional view of yourself and the organisation in all your postings. You should be aware of the ability of people to connect your work role to other social media which you use on a personal basis. However, there is unlikely to be a need for you to say you are on the WRDA Committee on personal social networking sites.

### 11.2 What happens if I make a mistake when using social media?

How the WRDA Committee deals with particular mistakes will depend on the nature of the error and the connection to your work. If you are at all unsure whether you have made a mistake on social media that may affect the WRDA Committee or its business and reputation you should inform them. Your conduct online is subject to the same disciplinary rules as your offline conduct.

However, steps you could take are:

- Delete the post and apologise for the mistake, explaining the material was posted by mistake.

Refer to the WRDA Committee for advice.

11.3 The WRDA Committee will not actively search social media for information posted by members of staff on their personal accounts, unless information has been received that would require further investigation because it breaches The WRDA Club rules or standards of conduct.

11.4 This doesn't mean that you can't post positive reviews, about the WRDA and or WSSCC on relevant sites like Glassdoor? It is recognised that staff may want to make full use of opportunities

offered by social media, and social media to benefit the WRDA and or WSSCC. However, it is important that members protect the privacy, confidentiality and interests of the WRDA and or WSSCC, our services and members. As with any form of communication, if in doubt, seek advice or do not post at all.

11.5 What should I do if a colleague is sending me unwanted messages or posting disparaging messages about me on non-club related social media pages? Any member of staff who feels that they have been harassed or bullied or are offended by material posted or uploaded by a colleague onto a social media website should inform the WRDA Committee

11.6 Why is the WRDA Committee concerned about things I might post on social media in a personal capacity?

Boundaries between corporate life and private life can become blurred when using social media and as such member's actions and posts could affect the organisations brand and reputation. It is important that members are aware of the impact their posts could have on the Club and should therefore use social media responsibly.

11.7 Are messages received via WhatsApp, Messenger and similar applications covered by this policy?

In principle, all forms of social media and digital communication are covered by this policy. This includes WhatsApp, Messenger etc. and indeed any new forms of social media or digital communication that may be introduced or become popular in the future.

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