

Document Title	SAA Social Media Policy		
Published		Version	1
Date Approved by Board	5 January 2015		
Author	Alistair Paton – Director of Governance		
Next Review Date	2017		



Scottish Archery Association

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Scottish Archery Association realises that social media and networking websites have become a regular part of everyday life and that many people enjoy membership of sites such as Facebook, Linked in, Instagram or Twitter. However, we are also aware that these sites can become a negative forum for complaining or gossiping and care must be taken not to breach our confidentiality policy or offend anyone when using these services.

What are Social Media?

Social media are web-based and mobile technologies that turn communication into active dialogue. There are many different types of social media channels, which attract specific audiences for different purposes. These include:

- forums and comment spaces on information-based websites, for example BBC Have Your Say
- social networking websites such as Facebook
- video and photo sharing websites such as Flickr and YouTube
- weblogs, including corporate and personal blogs
- micro-blogging sites such as Twitter
- forums and discussion boards such as Yahoo! Groups or Google Groups
- online wikis that allow collaborative information sharing such as Wikipedia
- Any other websites that allow individual users or companies to use simple publishing tools.

General Information

The following policy has been designed to give Scottish Archery members clear guidelines as to what the company expects of them when accessing these sites. The absence of, or lack of, explicit reference to a specific website or service does not limit the extent of the application of this policy. Where no policy or guidelines exist, members should use their personal judgment and take the most sensible action possible.

Guidance for Personal Use

If you have your own personal profile on a social media website, you should make sure that others cannot access any content, media or information from that profile that

- (a) You are not happy for them to have access to but have a full understanding of the implications should a complaint arise because of said access and
- (b) which would undermine your position as a professional, trusted and responsible person. As a basic rule, if you are not happy for others you work, train or associate with to see particular comments, media or information simply do not post it in a public forum online.

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When using social media sites members should consider the following:

- Changing the privacy settings on your profile so that only people you have accepted as friends can see your content.
- Reviewing who is on your 'friends list' on your personal profile.
- Ensuring personal blogs have clear disclaimers that the views expressed by the author are solely theirs.
- Ensuring you are always fair and neither discourteous nor impolite towards:

Scottish Archery Association
 Other members of the Association
 Parents and Families (including children and other relatives)
 Other Agencies and Partners
 Equality Groups (anyone with protected characteristics)

- Ensuring information published on the Internet complies with Scottish Archery policies covering confidentiality as found in SAA website at scottishgarchery.org.uk

Breach of confidentiality or flagrant disregard for this policy may result in disciplinary action and possible termination of membership or any other sanctions as determined by the Code of Conduct and Disciplinary Policies.

This Social Media Policy is also to be viewed in conjunction with the current guidelines set out on behalf of Archery GB as found in its website at archerygb.org.

Duration and Review

This policy will remain in force for a period of two years from the date of publication.

Prior to the end of the 2 year period, or earlier if required by any enactment of law, this policy will be reviewed by the Director of Governance.