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SCOTTISH ARCHERY

SOCIAL MEDIA POLICY

Purpose

This policy is in place to promote responsible usage of social media whilst minimising the risks to SA and our sport through inappropriate use of social media.

This policy deals with the use of all forms of social media, such as Facebook, LinkedIn, "X" (formerly Twitter) Instagram, WhatsApp, Tik Tok, YouTube and all other social networking sites, internet postings and blogs

This policy will be regularly reviewed and updated to ensure currency with developments in social media and is in place to:

- Advise staff, members and volunteers involved in our sport of their obligations regarding the use of social media.
- Help enhance the development and growth of our sport using social media to increase engagement and promote opportunities for participation.

Introduction

Many people enjoy membership of social media and networking websites such as Facebook, LinkedIn, or Twitter, and these sites are now an integral part of everyday life. For many people they are the primary source of news and entertainment. They are the way we tell each other about our life events and triumphs. There's a real joy in finding messages in one space, and cross-posting them into another where they'll be appreciated by a whole new audience.

Fundamentally, these are media for public discussion and debate. They are a place where people can meet and share their ideas (or debate them) in a public forum. By nature, they will expose you to dissenting views, sometimes expressed in a forceful manner. You need to understand that dissent is not abuse (and neither is conflict), and you have no more right to suppress views you disagree with than your dissenters have a right to silence you. If you claim the right not to be offended by online activity, you have an equal-and-opposite duty not to take offence if you can possibly avoid it.

Despite this utopian vision, these platforms can sometimes behave differently from how you might expect, and there are therefore risks involved with using them. For one thing, your activity on these platforms is not "speech" but "publication". Anything you write in a public forum is almost certainly permanent, and even a post in a private forum may be reposted publicly without your permission or consent and thus become part of your permanent public record. You should never write anything, ever, which you would be unhappy were it to be taken out of context and read out in a court of law or posted to your employer.

Precisely because these platforms amplify dissent, emotions can often run high. You should attempt always to take a moment to consider your response to someone else's activity, and the more angry or offended you feel - the more you feel "this requires an immediate repudiation" - probably the longer you should take before actually posting it! Except in very rare cases, your message will not diminish if you wait ten seconds (or ten minutes) before posting it. Those few breaths can save you a world of pain!

What we will do for you

Despite the above, not all social media activity is legitimate argument. Sometimes the activity descends into bullying, trolling, libel, exploitation, or other such intolerable or unlawful activity.

We take a zero-tolerance approach towards abusive behaviour. Further, we recognise that there are certain people who by reason of their age, their circumstance, or their office are particularly vulnerable, and our standards of what constitutes abusive behaviour will reflect that status.

Our policy is if we become aware of (or we are alerted to) an instance where any person below is the target of such attacks, we will work actively to defend them:

:

- a member of Scottish Archery;

- one of its officers;
- an employee;
- a volunteer working within archery (such as a judge, coach, parent, or other helper); or
- any other individual who is promoting the aims of Scottish Archery.

Where the abuse is originating with a member or members of Scottish Archery, we may intercede and encourage the offender to modify their behaviour.

Where such efforts fail, or where the offender is not subject to SA's jurisdiction, we will involve whatever measures we can, such as (but not limited to):

- Making a complaint on behalf of the offended party to the platform itself, with a view to having the abuser silenced or evicted from the platform;
- Making a complaint on behalf of the offended party to appropriate law enforcement agencies, such as the police, intelligence services, and the like; or
- Making a complaint on behalf of the offended party to external membership associations or governing bodies.

Our editorial policy

There are social media and other internet channels whose contents we control to a greater or lesser degree: website, Facebook page, Twitter feeds, and the like. In some of these, we will permit publicly-visible involvement, such as comments, conversation, votes, and so on.

We recognise and welcome that dissent and argument are an integral part of a healthy community, and we would encourage you to engage with us and each other in these channels in a constructive and adult manner. What we will not tolerate is personal attacks, ad-hominem argument, hijacking of threads, personal abuse, offensive language, unlawful behaviour, and the like. Any such posts that we notice (or which are brought to our attention) we will delete without notice (and we may also tell you why, though we are not obligated to). Repeat offenders will be suspended from the platform or, ultimately, expelled from it.

If you notice a post made by a representative of Scottish Archery, or by a respondent, which you believe violates this policy, please bring it to our attention. We will apply the same editorial standards to our own posts that we apply to yours.

Please note: the editorial standards which we apply within the spaces which we control include those applied to the internet at large but are more strict. We expect that even though you may disagree with us in specifics, within our sphere of editorial control you will generally support our mission and values.

What we expect of you in return

Please feel free to re-post anything we write into other spaces and other platforms. The wider we can spread Archery's message, the more popular our sport will become. And please feel free to re-post messages you find outside archery into spaces which are visible by the archery community. It helps add interest and texture.

We believe that every time you post a message, you are representing yourself as an individual, as a member of Scottish Archery, and as a member of the wider Archery community. We would ask that you are mindful of those optics, and frame your posts in a suitable manner. More particularly, we consider it a serious violation of this and other policies if your posts are likely to bring Scottish Archery (or archery in general) into disrepute.

Be careful to respect the privacy and confidentiality of others. You must not post photos, videos, or even reproduce private textual conversations without the permission of the other party.

Be especially careful around children and other vulnerable people. For your own protection, do not enter a chat group containing minors, or engage in direct messaging with minors, unless there is a

parent or guardian present as well. You should consult our Safeguarding Policy and “In Safe Care” guidelines for further clarification.

We recognise that nobody is perfect, and any online activity can get out of hand. We may alert you to what we consider to be inappropriate behaviour, and we would expect you to engage with us constructively to remediate the problem. Our aim in these cases will be to reach a satisfactory resolution with the minimum of inconvenience to everyone concerned, but we retain the right to apply an increasing severity of sanctions up to and including expulsion from Scottish Archery where circumstances demand it.

Scottish Archery publishes a Disciplinary Policy and a Code of Conduct which you should read in conjunction with this policy. In particular, these explain the measures we can apply and the processes we must follow to resolve alleged violations of this policy, and how you can lodge appeals.