



Liverpool Canoe Club

Social Media Policy



‘Social Media’ refers to the latest generation of interactive online services such as blogs, discussion forums, podcasts and instant messaging. The club uses social media in several ways:

Mainly to publish information:

LCC website
LCC Newsletter (Blog)
LCC Facebook page
LCC Twitter Feed
LCC YouTube and Vimeo

To allow members to interact with each other:

LCC Google Group forum and email
LCC Facebook Group
LCC Instagram page (under development)
LCC Crosby Surfers Group

- All postings and messages should be related to paddle-sport and relevant to members.
- Advertising is acceptable where related to paddle-sport and relevant to members.
- **The Club Email and Google Group should be the main method of contacting all members** for the promotion of trips and paddling related activities and information as every club member joins the club with an email address and is included in the Google Group, unless they specifically opt out or limit the number of emails received. This is supervised and moderated by LCC Google Group Admins and is only open to current club members.
- The club also has a Facebook group. This is a closed (Private) group used to exchange ideas and messages between members. This is supervised and moderated by LCC Admins and is only open to current club members.
- A number of LCC Administrators publish material to the LCC Newsletter (Blog) and linked Twitter feed. They also publish to the Facebook Page and moderate and answer any questions from visitors to the page. Both are open (Visible to members of the public).
- Members are responsible for the content of their own videos and photographs and may publish them to YouTube, Vimeo and other outlets provided they are appropriate and agree to remove them immediately if any club member objects or has concerns. No surnames of any under 18`s should be used at any time. Videos should have “Liverpool Canoe Club” in their titles to enable them to be credited to the club.
- What’s app and other social media. The club cannot hope to control all the various sub-groups that individuals may set up, but members should be made aware of the danger of creating cliques within the group. Members should be encouraged to suggest trips through the official club channels above. We do not charge for coaching, equipment or use of the club facilities. All the help and support given to new members early in their paddling journey can be repaid once they are more experienced by volunteering to run trips within the club and to support others with advice and encouragement.

The club does not tolerate any form of bullying or aggressive banter especially on any of its social media channels. Action will be taken immediately to remove any material that is found to be in breach of club policy and to ban the user from all LCC social media channels. They will also be reported to media organisation in question.



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We promote Safety online by:

- Do not accept 'friend' requests from children under the minimum age requirement for the media.
- Avoid taking personal details of children and young people.
- Be careful how you use images of children.
- Remind people to protect their privacy online.
- Think before you post!
- Promote safe and responsible social networking.
- Provide links to safety and support organisations.

Reporting Concerns

Any concerns arising from potentially illegal / abusive online content or activity, including child sexual abuse images and online grooming, should be [immediately referred to the club's safeguarding officer](#) and reported to the police (where a child may be in immediate danger, always dial 999 for police assistance). Law enforcement agencies and the service provider may need to take urgent steps to locate the child and/ or remove the content from the internet.