

## **THE ASSOCIATION OF LAND ROVER CLUBS (ALRC) SOCIAL MEDIA POLICY**

### **Introduction**

The ALRC recognises that social media is an important tool for all club members to engage with each other and the club.

The ALRC encourages members clubs to use social media and other channels to promote themselves and their events. The ALRC provides a service to all members by actively utilising Facebook and the ALRC website to promote its work and activities.

The organisation is committed to providing a safe, fair and fun online space for the ALRC members. This includes safeguarding the welfare of all people who engage with the organisation on any social media and websites used by the ALRC.

The ALRC recognises that this policy can be continuously developed and will review this document again annually or after the outcome of any serious issue or incident as a result of the use of social media sites by the ALRC community.

To complement this policy, the ALRC has produced a Social Media Guidance document to provide the community with further information on how to engage appropriately online.

The Policy outlines:

- The social media channels managed by the ALRC.
- How the ALRC manages its social media channels and who is responsible
- The principles that the ALRC follow in monitoring all channels.
- Reporting procedures to follow if any abusive or illegal content or activity has been identified by the ALRC members, Motorsport UK or community members.

Our team closely moderates our online community across all digital platforms and ensure the interaction and engagement on our social media channels are in line with our policy.

### **The ALRC managed Social Media**

The ALRC may be active on third party social networking sites which are known to engage with young people and vulnerable adults, as follows:

- Facebook - <https://www.facebook.com/groups/alrc1>

### **Management**

The ALRC Council is responsible for:

- The day-to-day management of any of the ALRC social media platforms commissioned or operated by the Association.
- Establishing acceptable standards for the privacy and moderation of the service and will work with the ALRC Club Safeguarding Officer and Motorsport UK's Head of Safeguarding to establish any other safeguards required.
- Ensuring that any club council members, partner agencies or contractors abide by the rules and regulations of the ALRC in that any comments posted are not, or may not be conceived as: offensive, insulting, abusive, threatening, racist, discriminatory or may cause offence or harm to others, including race or club officials, The ALRC member clubs, Motorsport UK Clubs/groups and teams or any person(s) associated with the activities of the Club or Motorsport UK
- Deciding which links will appear on the ALRC website and social media channels and the acceptability of access to other sites.
- Establishing acceptable use policy and will refer to the Club Safeguarding Officer and/or the Motorsport UK Head of Safeguarding and Regulatory Counsel/Disciplinary Officer after incidents of misuse.
- Manage any other volunteers who may be involved in the monitoring of any internal or third-party sites used by the ALRC.
- Initial interface with the Club Safeguarding Officer and/or Motorsport UK Head of Safeguarding
- Ensuring that the safeguarding expectations of the ALRC are included in any third-party contracts in tandem with the Club Council.
- Agreeing in advance with contractor(s) privacy and safety tools including acceptable and unacceptable behaviours
- Monitoring legally approved use of the ALRC content on any third-party websites used by the club.

### **Monitoring**

The ALRC Council will be responsible for:

- Monitoring the acceptable use policy and clarify unacceptable behaviour including harassment, defamation, discrimination, abuse, bullying and obscene or abusive language, the uploading of libellous, defamatory, obscene, illegal, or violent material, or depicting nudity.

- Referring any breaches of this policy to the Club Safeguarding Officer and/or Motorsport UK's Head of Safeguarding and the Regulatory Counsel/Disciplinary Officer, and who in turn may refer any breach of conduct obligations to the Motorsport UK National Court whether for disciplinary purposes or for an Inquiry.
- If appropriate, will be the Webmaster, Facebook Admins or key monitoring staff who has contact with children and young people who interact with the club's webpage or profile.

### **Reporting Procedures**

If you have any concerns about online behaviours, there are a number of different avenues for reporting as listed below, you can also discuss your concerns with the ALRC Club's Safeguarding Officer.

Any incidents of unacceptable behaviour including but not limited to harassment or discrimination, or the use of obscene or abusive language should be reported via the Motorsport UK [Race with Respect website](#).

Any incidents of online bullying, abuse, grooming or other behaviours which impact on the welfare or wellbeing of children or young people must be reported to the safeguarding team via [email](#).

If you have concerns that material being posted is libellous, defamatory, or illegal report it to the Motorsport UK legal department via [email](#).