

This Policy and these Procedures will be regularly monitored and reviewed:

- In accordance with changes in legislation and guidance (including information and advice from Motorsport UK) on the protection of data and privacy.
- Following any issues or concerns raised about the protection of data and privacy.
- In all other circumstances, at least annually.

POLICY

The Ballynahinch & District Motor Club Social Media Policy is based on the Motorsport UK Social Media Policy and Guidance including advice, guidance and recommendations for all Participants in motor sport whether or not licenced members of Motorsport UK.

For the purpose of this document: the term 'Coach' is used to apply to all adults working with young people (U18) in motor sport.

For the purpose of this document: the term 'Participants' is used to apply to all adults in motor sport.

1. Introduction

Social media offers great opportunities for BADMC to communicate and engage with its audience and members.

BADMC has a responsibility to promote the safe and responsible use of social media and to raise awareness for everyone involved in the Club of the potential risks and to promote best practice.

Members should be aware that comments which bring motor sport into disrepute, or are threatening, abusive, indecent or insulting, may lead to disciplinary action before the Motorsport UK National Court and which may result in substantial fines or international bans from participation in the sport.

Comments that include a reference to a person's ethnic origin, colour, race, nationality, faith, gender, sexual orientation or disability may attract a severe disciplinary sanction.

Comments can also attract civil and criminal action.

2. General guidance

- These are public forums, so treat them as such.
- Participants and organisations are strictly responsible for any posting on his/their account/s.
- Re-posting or re-tweeting inappropriate content represents an endorsement of that content and can be actionable and punishable under the General Regulations
- Do not use abusive, derogatory, vulgar or sexual language and do not post anything that you would not say face to face.
- Do not criticise or imply bias in Motorsport UK Officials on social media platforms.
- Deleting or apologising publicly for an improper posting does not prevent disciplinary action being taken.
- Consider "protecting" Tweets and changing security/visibility of Facebook accounts.

3. BADMC and stakeholders

BADMC and stakeholders (such as sponsors, media covering Club activities and other Club supporters) should be aware that they can be vicariously liable for material published by employees/members whether paid or unpaid in the course of their employment and duties for example on an official website, Facebook site or Twitter feed, or published by employees/members outside motor sport via a work email address or a work Twitter handle.

Clubs can also be liable for third party comments and postings made in their website forums or on their Facebook pages.

We recommend that clubs and stakeholders:

- The BADMC Media Officer (currently Clodagh McMorow) is responsible for posting and maintaining social networking and internet sites. From time to time other Club Members may do so but only with the express permission of the Media Officer or the Club Chairman.
- All social media content generated must be in line with the guidelines above
- All Committee members have a responsibility to immediately notify the Media Officer or the Club Chairman if they become aware of comments or material on any of the Club's social media channels that are in breach of these guidelines. The Media Officer or the Club Chairman must take immediate action to remove offensive postings. Moderating content in any online forum or social media identified with the Club is the responsibility of the originator of the original post and final authority rests with the Media Officer and the Club Chairman.
- Any breaches of these guidelines should be reported to Motorsport UK and the relevant statutory organisations if appropriate by the Media Officer or the Club Chairman

4. Safeguarding

In sport, there are additional risks. Inappropriate pressure can be exerted by adults, particularly coaches and parents on children or inappropriate criticism of a child's performance. A position, such as coach, can carry with it a level of authority, and engender a level of trust, that facilitates the control of a child.

- When communicating by phone, where possible participants and coaches should speak to the parent of a child.
- Participants and coaches should avoid communicating with children by text or on-line at any time, on any matter, unless there is an immediate risk to the welfare of that child which can be lessened by such contact.
- If a club or team needs to communicate motor sport related information to children by email, it should use email groups comprising email addresses given by parents. It is inadvisable for a coach to communicate by email on a one-to-one basis with a child; if replying to an email from a child the parent should be copied in to the response.
- Participants and Coaches should not communicate with children through social networking sites such as Facebook. Coaches should not be "friends" with the children that they work with.

- Under 18's motor sport Facebook pages or other sites for example 'Joe Bloggs Racing' should be set up and monitored closely by the parent/guardian responsible for the young person.
- If there are mechanics or driver coaches who are under 18, while they may be a colleague these requirements must be adhered to. It is impossible to address every issue or cover every scenario you might encounter when communicating with children and it is appreciated that different ages will need to be treated differently. However, in all cases the above guidelines should be considered when determining the most appropriate method of communication in any given circumstances.
- Further advice and information may be found on the Child Exploitation and Online Protection, part of the National Crime Agency website.
 - <https://www.ceop.police.uk/safety-centre/>

5. Reporting concerns

Safeguarding is everyone's responsibility, as is creating and maintaining high standards of behaviour expected of people in motor sport. For these reasons everyone is encouraged to report concerns of misuse or inappropriate usage of social media to the appropriate person within motor sport, or outside it. The first point of contact will usually be the Club Safeguarding Officer or a Club Committee member you feel comfortable confiding in. For incidents of a more serious nature including a potential safeguarding issue, the matter must be reported to the Compliance Officer at Motorsport UK as soon as practicable and in any event within 7 days.

Threats of immediate harm or danger must always be reported to the police and/or Children's Services or the Local Authority Designated Officer AND the Compliance Officer at Motorsport UK.

Whilst the law does not move as fast as technology, there is legislation and government guidance which applies to social media usage, including: -

- Malicious Communications Act 1988
- Protection from Harassment Act 2003
- Defamation Act 1996
- Data Protection Act 1998
- Article 10 of the European Convention on Human Rights
- Working Together to Safeguard Children 2018

Most importantly...

A common-sense approach needs to be used by everyone involved in motorsport. What you regard as 'banter' may be seen as hurtful or embarrassing by a wider audience and bring motor sport into disrepute in which case Motorsport UK may place you before the National Court.

In short, follow the general guidelines above and:

BALLYNAHINCH & DISTRICT MOTOR CLUB LTD – SOCIAL MEDIA POLICY – OCTOBER 2023

- Don't comment on social media if you have any concerns about the consequences.
- Don't link to unsuitable content that breaches this policy.
- Don't get into disputes with audience.
- Don't share or elicit personal detail.

But

- Do show your personality and be approachable.
- Do share your achievements.
- Do let people know what it is like to be a Competitor/Coach/Official
- Do post regular comments to grow and engage with an audience.

If you have any questions relating to this guidance, please contact the Motorsport UK Compliance Officer:

Jennifer Carty

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