



## Social Media Officer's Guidelines

<b>Responsible for review</b>
Company Secretary

<b>Change History</b>			
<b>Version</b>	<b>By</b>	<b>Date of approval</b>	<b>Next review date</b>
ANI - Social Media Officer's Guidelines - 01	Board	???? 2018	???? 2020

### Social Media Officer

The Social Media Officer (Webmaster and Facebook Administrator) is a volunteer position held by one or more designated individuals to manage the day-to-day running of the ANI website ([www.archeryni.org.uk](http://www.archeryni.org.uk)) and the associated ANI Facebook page.

### Scope

The following gives guidance as to what is expected of the Officer(s) when using these sites or services. Where no specific guidance exists, use of personal judgment following the general intent of these guidelines is to be taken.

### Guidance for official Archery NI Use

Official Archery NI use, in the position of Webmaster or Facebook Administrator, is as the representative of ANI and not as an individual, and must therefore represent ANI in an appropriate manner.

If you have your own personal profile on social media websites, you should make sure that this persona is kept completely separate from the official ANI profile. Even using your own personal login credentials you will also be known as being an official of ANI and should moderate your postings, comments and opinions so that they do not misrepresent ANI in any way.

### Considerations for all postings, comments and media on ANI Social Media

- Ensure you are always fair and neither discourteous nor impolite towards:
  - Archery NI itself or Archery NI members
  - Parents and Families (including children and other relatives)
  - Other Agencies and Partners
  - Anyone with protected characteristics
- Ensure that all postings, comments and media are approved for posting by the Company Secretary prior to publishing.
- Ensure information published on the Internet does not breach confidentiality.
- Postings should be done onto the Archery NI website and Facebook page only. These two portals are to be considered the prime source of official ANI information. Copy or shared posting onto other websites or Facebook pages (e.g. clubs or forum pages) should be left for members of those pages to do. This is to avoid any risk of perceived favouritism or preferential treatment to some groups and not to others.
- Inbox queries are to be answered promptly, politely and clearly. Any unclear, controversial or derogatory inbox comments or guest postings are not to be answered but referred to the Company Secretary for response.

### Disregard

Breach of confidentiality or disregard for these guidelines will result in removal of inflammatory, defamatory or incorrect information from any Archery NI social media platform. Continued action may result in being blocked from Archery NI social media platforms and/or action being taken under Archery NI's Disciplinary Policy.

### Other Relevant Materials

This Social Media Officer's Guidelines 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](http://archerygb.org).