

Triple Cities Runners Club:
Social Media Guidelines and Protocol

Preface:

The objective of the Triple Cities Runner's Club social media sites are to increase member engagement, raise awareness of club events, increase web traffic to our club website, welcome and encourage new members, increase awareness of club promotions and offerings, and provide a resource for the running community. The use of the Triple Cities Runner's Club social media for personal, religious, or political purposes is not allowed.

For the purposes of this policy, social media refers to any web-based or mobile application used from social interactions between the club, it's members, and the community. As of 2019, the following social media sites used by the TCRC are as follows; Facebook, Instagram, Strava, and our website: triplecitiesrunnersclub.org.

The following guidelines and protocol apply to all club social media platforms, as well as board member's comment and interactions on club posts. This document is broken down into section:

1. Personal Interactions
2. Facebook
3. Instagram
4. Website/Email
5. Communications Director
6. Transition of Passwords and Access
7. Board Approval
8. Awareness of this policy

Personal Interactions

This club recognizes that social media provides us with many opportunities to interact with the community and our members. However, this also presents risks and requires a certain amount of responsibility. When posting from personal accounts on club posts, all board members and officers should remember the following: Be Respectful, Be Responsive, and Maintain Confidentiality.

Be Respectful:

Treat others the way you wish to be treated. Do not post comments, pictures, or other responses that are meant to harm another person while responding to club posts. We expect board members and officer's conversations to be respectful of all people's race, sex, disability, age, sexual orientation, national origin, religion, political viewpoint, and veteran or military status.

Be Responsive:

When you see a post and feel it is appropriate to engage in discussion: You can respond to members comments, share posts, and help to grow our social presence and encourage discussion.

Maintain Confidentiality:

Do not share information that is confidential or is sensitive material unless you have checked with the appropriate channels. This may include the Communications Director, President, Vice-President, Treasurer, or relevant board member.

Facebook:

Our club's Facebook is located at (<https://www.facebook.com/TripleCitiesRunnersClub/>) and we utilize the username (@TripleCitiesRunnersClub). Facebook Posts are defined to be any text, media, or documents that can be uploaded to Facebook.

Access:

Access to the club's page and the ability to post as the club is restricted to a small group of members. These members include the Communications Director, the President, The Vice President, and Board Members that are race directors for the club or club associated events.

Posts:

All Facebooks posts should follow the following guidelines:

- 1.) Posts should not exceed 2 posts a day and should not overlap with other posts unless approved by the Communications Director.
- 2.) Posts should be professional in their writing style, while still maintaining a light-hearted tone.
- 3.) Posts may be made to:
 - a. Highlight a TCRC organized Race or Event.
 - b. Highlight members or the accomplishment of a member.
 - c. Highlight or promotes a perk, reward, or discount for our membership.
 - d. Highlight a volunteer opportunity at a TCRC race or TCRC event.
 - e. Highlight a change to a posted event or club related activity, especially in emergency situations.
- 4.) Posts may not be made to:
 - a. Highlight or promote disrespect of a person's race, sex, disability, age, sexual orientation, national origin, religion, political viewpoint, and veteran or military status.
 - b. Make use of our social media for personal, religious, or political gain.

Inbox:

The club's Facebook inbox will be maintained by the Communications Director. The Communications Director may ask other admins from the page to respond on the club's behalf if it pertains to them. Responses will maintain a professional nature and be used solely to discuss club matters.

Website/Email:

Our club's website is located at (www.triplecitiesrunnersclub.org) and hosted by Wix.

Access:

Access to the club's website editor and the ability to post content on the site is restricted to a small group of board members. These members include the Communications Director, the Webmaster, and an alternate member designated by the board.

Content:

All Website content should follow the following guidelines:

- 1.) All pages should be kept up to date with the current workings of the club.
- 2.) Content and pages should be professional in their writing style, while still maintaining a light-hearted tone.
- 3.) Our site may be used to:
 - a. Highlight a TCRC organized Race or Event.
 - b. Highlight or promote a perk, reward, or discount for our membership.
 - c. Highlight a volunteer opportunity at a TCRC race or TCRC event.
 - d. Highlight a change to an event or club related activity, especially in emergency situations.
 - e. Highlight community running events and results.
 - f. Highlight information about the club and store club documentation and History.
- 4.) Our site may not be used to:
 - a. Highlight or promote disrespect of a person's race, sex, disability, age, sexual orientation, national origin, religion, political viewpoint, and veteran or military status.
 - b. Make use of our social media for personal, religious, or political gain.

Email:

The club's Gmail inbox (triplecitiesrunnersclub@gmail.com) will be maintained by the Communications Director. Responses will maintain a professional nature and be used solely to discuss club matters. An alternate member may also be given access by the board for emergency situations.

Instagram:

Our club's Instagram utilizes username (@TripleCitiesRunnersClub). Posts are defined to be any image, video, or text uploaded to Instagram.

Access:

Access to the club's Instagram and the ability to post as the club is restricted to a small group of members. These member(s) include the Communications Director.

Posts:

All Instagram posts should follow the following guidelines:

- 1.) Posts should not exceed 2 posts a day and should not overlap with other posts unless approved by the communications director.
- 2.) Posts should be professional in their writing style, while still maintaining a light-hearted tone.
- 3.) Posts may be made to:
 - a. Highlight a TCRC organized Race or Event.
 - b. Highlight members or the accomplishment of a member.
 - c. Highlight or promotes a perk, reward, or discount for our membership.
 - d. Highlight a volunteer opportunity at a TCRC race or TCRC event.
 - e. Highlight a change to a posted event or club related activity, especially in emergency situations.
- 4.) Posts may not be made to:
 - a. Highlight or promote disrespect of a person's race, sex, disability, age, sexual orientation, national origin, religion, political viewpoint, and veteran or military status.
 - b. Make use of our social media for personal, religious, or political gain.

Direct Messages:

The club's Instagram direct messages will be maintained by the Communications Director. Responses will maintain a professional nature and be used solely to discuss club matters.

Communications Director

The role of the Communications Director is to oversee the use of our social media sites, respond to messages, emails, and posts as appropriate, post content to engage members and ultimately uphold the goals of our social media as discussed in the Preface of this document.

Transition of Passwords and Access

If roles within the club change or a member needs to be given or revoked access to a social media platform, the appropriate passwords and access will be given or revoked within 24 hours. In the case of a new Communications Director or Webmaster, a transition period will be decided by the board so that the appropriate skills and access may be transitioned to the new title holder.

Board Approval

Any posts not outlined above can be made with a majority of the board approving.

Awareness of this policy

This policy will always be posted on our website as well as presented to all new board members or officers upon receiving their title.