

# Social Media Policy

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## 1. Background to this Policy

**Newcastle Frontrunners** ('NFR') is a diverse and growing club with an increasingly active membership and programme of events. In order to ensure that key information is shared effectively and not lost to "noise" the committee has written this policy. This policy sets out best-practice guidance for the use of Newcastle Frontrunners' social media platforms by the committee and club members, and use of such for publicity of the club. These include our website, Spond, Facebook, Instagram, Twitter / X, Flickr, and Tik-Tok. Internal communications, and private members communication, is hosted by Spond. External communications via other social media platforms are undertaken by committee members only.

The objects of the CIO are:

- (1) The promotion of community participation in healthy recreation in Northeast England by the provision of facilities for running and athletics, by promoting and encouraging participation, but not limited to, those who identify as lesbian, gay, bisexual, trans, and other sexual and gender minorities (LGBT+).
- (2) The promotion of equality and diversity by the elimination of discrimination and homophobia in sport and to encourage LGBT+ involvement in the local and sporting community.

To support our objectives, our members may be asked to take part in publicity initiatives and this policy also applies to those.

## 2. General Guidance

The general aim of this policy is to encourage consideration of others in your actions on social media. This impacts on the following areas specifically:

### Posting on Spond

- Why am I posting?
- Does the entire club need to know about this?
- What is the most appropriate subgroup for this post to be in?
- Would a message to a committee member or leader via private message function or e-mail achieve the same result?

### Use of images from NFR events on personal social media:

- Has everyone in the picture given consent?
- Is everyone in the picture aware it was taken (particularly those in the background)?
- Would posting or tagging this make anyone uncomfortable?

- Any images of minors must have consent of both legal guardians(s) where possible

The Committee will offer specific private feedback to individual members to encourage compliance with the above general principles. Members should be aware of the Club's Data Protection Policy.

### **3. Representing the Club**

Only those with the authority provided by the Committee shall purport to represent the club.

### **4. Publicity**

Club publicity and promotional materials should attempt to demonstrate the vibrant and diverse nature of our members and the LGBT+ communities we serve. We recognise that participation may be especially difficult for certain groups and therefore may take steps to promote the Club in a targeted manner from time to time.

We are sensitive to the situation of our members and recognise some may not wish for their name or photograph to be published either in public or private (club members only) domains. Permission shall be sought from members on joining the club and at annual re-subscription thereafter for the Club to use their name/images in publicity. Typically only first names will be used in public writing, e.g. there may be a testimonial from a member, and it would be attributed to "Sam, runner".

Choosing to take part in a group photo at an NFR event will be considered implied consent for that photo to be used for club publicity photos. Photos taken at NFR events may be made available to the public via various forums. Those members who do not want to take part in group photos will be treated with sensitivity and discretion.

## 5. Appendices

### Document Change Log

This document will be reviewed every 3 years or as changes in legislation dictate.

Version	Date	Reason for Update	Author
1.0	January 2016		
2.0	January 2017	Removed reference to male and female captains	
3.0	February 2019	Updated club objects from the latest Constitution  Updated reference to consent and reference to Data Protection Policy  Review period biennial in line with other policy reviews	
3.1	March 2019	Section 3 added regarding representing the club in public  Parents changed to legal guardians and 'where possible' guardians to both give permission	
4.0	August 2025	New Logo Added  Objects of CIO updated  Scope of policy widened to include variety of Social Media Platforms  Update to reflect private members communication is hosted on Stack TeamApp	Steven MacDonald
4.1	February 2026	TeamApp references and app-specific policies changed to Spond	Adam Moxley