

SOCIAL MEDIA POLICY



For Official Use Only

Mountaineering Ireland Version Control			
Version	Author	Date	Amendments
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NGB: Mountaineering Ireland

Club Name:

Policy Statement

Mountaineering Ireland understands that the use of social media helps promote mountaineering, climbing and hillwalking throughout Ireland if used appropriately. Social Media is understood as all websites and applications that enable users to create and share content or to participate in online social networking. This includes but is not limited to Facebook, Twitter, TikTok, Messenger, Instagram, WhatsApp, Snapchat, and any website. This policy outlines the standards Mountaineering Ireland requires when using social media. This policy is applicable to all individuals working and/or volunteering within the sport of mountaineering in Ireland.

The policy is established to ensure the interests of children, young people and vulnerable persons participating in our sport is of paramount importance. The policy is to also ensure that affiliated clubs are aware of the negative impact social media can have on all members and give guidance on how to avoid them.

Breach of this policy may be dealt with using disciplinary procedures which apply to each member, and in serious cases, may be treated as gross misconduct leading to a suspension, ban from membership of Mountaineering Ireland and/or dismissal.

Responsibility for the Implementation of the Policy

Mountaineering Ireland, affiliated clubs and members and ambassadors has overall responsibility for effective operation of the policy. Each individual is responsible for their own compliance with the Policy and for ensuring that it is consistently applied.

Personal use of Social Media sites

Mountaineering Ireland respects your right to use social media for personal use, however it is important to be mindful of the impact social media can have on others. The following conditions must be met for personal use to continue:

- ✚ You are responsible for your conduct when using any form of social media.
- ✚ Your personal views should not conflict with your existing role in mountaineering Ireland. You should be aware that what you publish will be public for many years.
- ✚ Be mindful of the impact your contribution might make to people's perceptions of mountaineering Ireland and its members.

Using social media

When making use of any social media platform, you must read and comply with its terms of use. Do not upload, post, or forward any content belonging to a third party unless you have that third party's consent. For example, don't discuss colleagues, competitors, coaches and/or players without their prior approval.

You must agree not to enter into or start social media conversation that brings you, any Mountaineering Ireland affiliated club, Mountaineering Ireland or its partners, the sport and activity of mountaineering or any athletes or people officiating at events, into disrepute.

Avoid publishing your contact details where they can be accessed and used widely by people you did not intend to see them, and never publish anyone else's contact details. Do not engage with irate participants, parents, or coaches on a public forum. Organise a meeting to allow all parties to discuss possible outcomes.

If you are a leader, instructor, coach, club official, or medic you should not:

- ✚ accept any member who is under 18 as a friend on your personal social media page.
- ✚ communicate with any person under 18 through social media, text message, phone, or e-mail.

All communications concerning under eighteens should be made through parents/ guardians. It is important to ensure all communications are related to specific club matters, for example, fixtures, training etc.

You must comply with all relevant laws and regulations in Ireland and globally in force at the time - in particular:

- a) Copyright and Related Acts
- b) Data Protection Acts

- c) Child Trafficking and Pornography Acts
- d) Defamation Act
- e) Prohibition of Incitement to Hatred Act

Setting up and running a Social Media page

Do not use personal details to set up your club's social media page. You should, for example, use the club's e-mail address. All account login details should be kept safe and secure to avoid possible hacking.

When setting up an e-mail address and/ or social media page for your club, for example, a club website, it should be accessed by at least three administrators. These administrators should be responsible for uploading content and monitoring posts on the site. If any of these administrators or any other persons are behaving inappropriately their access should be removed immediately.

It is important to ensure everyone within your club is aware of who is administrating your social media pages. Each administrator should be familiar with the privacy and safety settings on their social media page to ensure it is for use by your club only.

Do not accept anyone under the age of 13 on your social media page. Report underage users to the child's parents or to the social media outlet. Any user under the age of 18 looking to join your social media page should provide written parental/ guardian consent in advance. No images or personal information of underage teens should be posted online without prior written consent from each parent/ guardian. It is critical that no user is asked to post any personal detail of under eighteens as certain information could be used to identify or locate them.

To avoid any inappropriate material appearing on your social media page you should enable the appropriate privacy settings. This will allow you to manage the content on your social media page to avoid any distress or reputational damage. The content on your page should be accurate and up to date and any material that is no longer required should be removed.

Any inappropriate use, such as bullying, is strictly prohibited, and should be reported to the Children's Officer within your club. Misuse of social media, in certain circumstances, constitutes a criminal offence and suspicious behaviour towards under 18's should be reported to the Statutory Authorities.

If you aren't sure about something you are about to post, then you should not do it. Always consider who will be able to view it and if in doubt, always discuss it with the Children's Officer within your club.

Managing allegations of breaches of this policy and/or the law





Mountaineering Ireland operates a 'notice and take down procedure' for Mountaineering Ireland operated social networking activity at national level and for club operated social networking activity at all other levels of organisation.

If you or your club has a complaint or objection to material or content posted on the Mountaineering Ireland social media platforms, or if you believe that such material is in contravention of this policy or the legislation please submit your complaint in writing to info@mountaineering.ie for the attention of Mountaineering Ireland.

If you or your club has a similar complaint regarding postings on a club/committee social media platform, please submit your complaint in writing to the Secretary and PRO of the committee.

If you have a similar complaint regarding posts on an affiliate club or event social media platform, please submit your complaint in writing to the secretary and PRO for the club or event concerned.

The following actions will be taken:

-  Acknowledgement of receipt of the complaint at the earliest opportunity but no later than within 72 hours.
-  Verify the complaint by contacting the complainant and make an initial assessment of the complaint within 24 hours of acknowledging receipt of the complaint.
-  Where Mountaineering Ireland or the relevant committee or club considers it appropriate it will edit or remove the content which is the subject of the complaint pending a full enquiry.
-  Any editing or removal will be without prejudice.

In the case of social media posts deemed by the national governing body to be a serious violation of this policy or the law Mountaineering Ireland reserves the right to direct members/sub-committees/clubs to take down postings, pending further enquiry.

Mountaineering Irelands Complaints and Disciplinary Procedures will be invoked in the case of those whom allegations of a breach of this policy are made.



Sample Child/Young Person Social Media Consent Form

Club/Organisation Name:

Child's Name:

In accordance with the Mountaineering Ireland Social Media Policy, (*insert club name*) will not permit personal details, photographs, or videos of children to be taken without consent of their parents/guardians. If at any time, the child/parent/guardian wishes images or their details to be removed from (*insert club name*) social media page(s) the administrators should be contacted as per the Mountaineering Ireland Social Media Policy. This information should be removed within seven days.

To be completed by parent/guardian:

- I consent to (*club name*) using my child's name on social media.
- I consent to (*Club name*) taking photographs or videoing my child.
- I confirm that I have been made aware of how the club will use these images or videos and how these images or videos will be stores within the club.
- I confirm that I have read or been made aware of the Mountaineering Ireland Social Media Policy and Filming and Photography Policy.
- I confirm that my child is not subject to family, care, or legal proceedings.

Signature of parent/guardian:

Print name of parent/guardian:

Date:

To be completed by the Club Chairperson:

Signature of Club Chairperson:

Print name of Club Chairperson:

Date:



Sample Media Consent Form

Club/Organisation Name:

Person's Name:

In accordance with the Mountaineering Ireland Social Media Policy, (**insert club name**) will not permit personal details, photographs, or videos to be taken without consent of the individuals.

If at any time, the individual wishes images, or their details to be removed from (**insert club name**) social media page(s) the administrators should be contacted as per the Mountaineering Ireland Social Media Policy. This information should be removed within seven days.

To be completed by individual:

- I consent to (**club name**) using my name on social media.
- I consent to (**Club name**) taking photographs or videoing me.
- I confirm that I have been made aware of how the club will use these images or videos and how these images or videos will be stores within the club.
- I confirm that I have read or been made aware of the Mountaineering Ireland Social Media Policy and Filming and Photography Policy.

Signature of the individual:

Print name of the individual:

Date:

To be completed by the Club Chairperson:

Signature of Club Chairperson:

Print name of Club Chairperson:

Date: