



Bath CC: Social Media Guidelines

Introduction

Our social media platforms include Facebook, Instagram & WhatsApp. These channels enable Bath CC members to connect, share experiences, plan rides, promote events and generally support each other. The purpose of this policy is to guide members and contributors to use the social channels in a positive and respectful manner. As Bath CC is run by volunteers, it is important that all members take responsibility for and support one another in upholding the guidelines and values of the club.

Key Guidelines

To ensure Bath CC channels remain positive, inclusive and informative for all, we ask members to adopt the following values and guidelines when interacting on social platforms:

Respectful

Treat all members, visitors, and users with respect and courtesy. Avoid offensive language, personal attacks, or negative comments. Report any unreasonable or offensive behaviour to a Bath CC Committee member or Ride Leader.

Positive

Engage in positive and constructive discussions that contribute to our cycling community. Share tips, experiences, and insights that may benefit others. Consider how your message and how you communicate may be interpreted by others. Sometimes a direct message to a member may be more appropriate than sharing a group message.

Diverse & Inclusive

Respect the diversity of our cycling community. Listen actively to others' perspectives, be inclusive in your interactions, and avoid language or behaviour that may exclude or marginalise others based on race, ethnicity, gender, sexual orientation, age, ability, or any other characteristic.

Privacy & Confidentiality

Respect the privacy of individuals and avoid sharing personal information or private conversations without permission.

Content & IP

Take responsibility for the content you post. Ensure it is accurate, relevant, and adds value to the community. Respect copyright laws and offer a credit when using someone else's content.

Photography & Video

Members should be aware that photographs and videos may be taken during club events, rides, or social activities for use on our website, social media accounts, or for publicity purposes. If you do not wish to be featured, please inform a Ride Leader or member of the Bath CC Committee.

Equally members who share their own photos on Bath CC WhatsApp groups are giving permission to the club to repost them to other Bath CC social platforms, unless the photo is specifically captioned 'not for reposting'.

The club prioritises the safety and privacy of our members, especially those under 18. Therefore, parental consent is required for the use of images or videos featuring under 18 members. We comply with British Cycling's Safeguarding and Photography guidelines to ensure the welfare of all members.

Promotion & Advertising

Be mindful when promoting products, services, or events on social channels. Ensure they are relevant and of interest to the Bath CC community.

Maintaining Our Community

Collaborative Moderation

Bath CC social channels are not moderated, so we rely on all members to maintain positive communication. If content is posted that does not meet these guidelines, it may be removed without prior warning. Members who do not follow these guidelines will be contacted by the committee to discuss suitable consequences.

Feedback & Suggestions

We welcome feedback and constructive criticism on ways to improve our online community. Please get in touch with the club's committee with any ideas or concerns.

By following these guidelines and engaging positively on our social channels, we can maintain a welcoming, supportive, and inclusive community for all cyclists within Bath Cycling Club.

Thank you for your cooperation and commitment to our club's values.