



motorcyclesport scotland

**SOCIAL MEDIA BEST PRACTICE
GUIDELINES**

Introduction

Social media platforms are powerful tools for clubs to connect with members, promote activities, and engage with the wider community. However, it's important to remember that anything posted online can be visible well beyond the intended audience.

Social media is interactive, informal, and widely used – making it an excellent way to build club presence and reach new audiences. But with its benefits come responsibilities. When used thoughtfully, social media can enhance your club's image and community engagement. When misused, it can risk reputational damage and even legal issues.

These guidelines aim to help clubs and their members navigate social media safely, responsibly, and professionally.

Purpose

With social media now central to modern communication, these guidelines provide clubs with practical advice on applying best practice across platforms including, but not limited to:

- Facebook
- Instagram
- WhatsApp
- X (formerly Twitter)
- LinkedIn
- Snapchat
- YouTube
- TikTok
- Forums and comment sections on websites

They also aim to support clubs in growing and engaging with like-minded communities while protecting individuals and the club's reputation.

General Guidelines

1. Understand the difference between public and private platforms

If you're sharing content intended for members only, check your privacy settings carefully. Even in private groups or chats, content can be captured via screenshots or forwarded elsewhere.

Golden rule: If you wouldn't want it shared publicly, don't post it – even in a “private” setting.

2. Take responsibility for what you post

Anything you share, even on a personal account, can reflect on your club, especially if your profile identifies you as a club member.

Use good judgement:

- Stay professional when discussing club matters.
- Avoid speculation, personal opinions on sensitive topics, or criticism of individuals or organisations.
- Don't post anything that could damage the club's image or bring the sport into disrepute.

If you're unsure, ask someone to review a post before publishing.

3. Be respectful and act with integrity

Before posting or commenting, ask yourself:

"Would I say this in person? Would I want it associated with my club?"

All club-related communication should reflect the values of sportsmanship, fairness, and respect.

Social media should never be used to:

- Troll or harass individuals
- Post discriminatory, offensive, or defamatory content
- Share false or misleading information

Even deleted content can be screenshotted and shared – assume everything you post is permanent.

4. Respect copyright and comply with UK laws

Do not use third-party images, logos, or text without permission. This includes copying photos or quotes from other websites or clubs.

Clubs and individuals must comply with:

- Copyright law
- UK GDPR (UK General Data Protection Regulation)
- Libel and defamation laws
- Safeguarding and child protection policies

Be cautious when posting anything involving under-18s or vulnerable adults – written consent is required for images and tagging.

5. Protect personal information

Never share personal or sensitive information publicly – this includes:

- Home addresses
- Phone numbers
- Bank details
- Medical or safeguarding information

If you need to share information privately, use secure messaging or email, and only when necessary.

6. Safeguarding Under-18s

Any photos or mentions of children/young people must comply with the club's safeguarding policy. Written parental/guardian consent is required for identifiable images or naming.

7. Crisis or Incident Management

In the event of a serious incident (e.g. accident, complaint, dispute), do not post anything publicly. Follow internal reporting procedures.

8. Event Promotion vs. Private Group Use

- Use public-facing pages to promote events, achievements, and club news.
- Use private groups or chats for internal discussions, planning, or volunteering.

9. Admin Handover and Access Management

When someone leaves a club role, ensure admin access is removed or reassigned. Keep records of who has what access at all times.

Club Responsibility

Clubs should:

- Share these guidelines with all members involved in social media
- Appoint responsible admins for managing official pages
- Ensure posts align with club values and public image
- Respond promptly to any inappropriate content

It's also advisable to keep a record of who has admin access and regularly review permissions.

Club Monitoring

If a post is deemed to breach these guidelines, clubs have the right to:

- Remove the offending content
- Remove or block the user from club platforms
- Escalate serious breaches through internal disciplinary procedures

Clubs are encouraged to have clear internal processes for reporting and managing inappropriate online behaviour.

Social Media Policy

We recommend all clubs create a tailored social media policy to ensure clarity and consistency across all platforms. If you don't currently have one, we're happy to assist you in developing a policy that fits your needs.

Links

sportscotland Social Media Policy: [sportscotland-social-media-policy.docx](#)

sportscotland Social Media Guidelines: [sportscotland-social-media-guidelines.docx](#)