



Greenwich Yacht Club Social Media Community Standards and Enforcement Policy

1.0 Scope

The following policy outlines the standards of behavior expected from Greenwich Yacht Club members when interacting with official club affiliated social media channels e.g. WhatsApp groups, Facebook group etc.

2.0 Social media community standards

In summary, all posts on social media channels / groups that are officially affiliated with GYC should be in scope, respectful, decent, honest, safe, and identified.

IN SCOPE

Posts should be related to boating and/or marine issues, and of potential relevance to the entire group.

Note: Includes all forms of boating

RESPECTFUL

Posts may not be defamatory of any person, deceive others, be obscene, offensive, threatening, abusive, hateful, inflammatory or promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.

DECENT

Posts and comments may not contain spam or promote sexually explicit material or violence.

HONEST

Posts may not be seen to be impersonating someone else; breaking the law or condoning unlawful activity; or sharing confidential or personal information that was obtained as an officer or member of the club.

Posts should not imply that you are authorized to speak as a representative of GYC, nor give the impression that the views you express are those of GYC unless you are an elected member of the Council of Management, or holding a position designated by the council.

SAFE

Posts may not describe or encourage activities which could endanger the safety or well-being of others; and may not breach the GYC child protection policy.

IDENTIFIED

Posts may not be anonymous.

3.0 Enforcement procedures

If an admin of a GYC affiliated social media group/channel becomes aware that someone has infringed the social media community standards, the admin should follow the following procedures as soon as practically possible for them, depending on severity:

3.1 Minor infringement

Definition: A small infringement of the policy that might undermine the social media community in the long term if this behavior continues, but presents little immediate concern.

Action:

1. Confer with at least 1 other admin (if possible) on the action to be taken, and then notify other admins that the issue is being addressed
2. Send a private message to that person(s) reminding them about the social media community standards, and highlighting the issue with their post.
3. Request that they be mindful of the community standards in future, but do not request any immediate action to be taken

3.2 Medium infringement

Definition: A notable infringement of the policy, but one which is not likely to cause immediate harm or escalate into a wider issue.

Action

4. Confer with at least 1 other admin (if possible) on the action to be taken, and then notify other admins that the issue is being addressed
5. Send a private message to the person, highlighting the issues with their post
6. Ask the person to edit or remove the post as soon as possible, and notify them that if they take no action the post will be deleted within 3 hours
7. Record the incident in the central log book, for future reference

3.3 Serious infringement

Definition: An infringement of the social media community standards that could cause imminent harm and/or is very likely to escalate in a negative way if left unaddressed.

Action:

8. Confer with at least 1 other admin (if possible) on the action to be taken, and then notify other admins that the issue is being addressed
9. Remove the post immediately (if possible) or ask the person to do so immediately (if not possible)
10. Send a private message to the person, highlighting the issues with their post and explaining the action taken
11. Record the incident in the central log book, for future reference

3.4 Repeated infringements

If a person infringes the social media community standards in a medium or serious way more than 3 times, an admin should:

12. Remove this person from the channel / group
13. Record the incident in the central log book
14. Notify the social media coordinator

3.5 Calling for a group wide moratorium on further discussion

On some occasions, certain topics of conversation on GYC social media have escalated to the point where the overall tenor is unpleasant and adversarial. In those instances a group admin may call for a moratorium on further discussion. However, if this is not observed by the group voluntarily then the admin must still stay within the social media community standards as it applies to specific posts. I.e. if someone makes a post that addresses this topic but it doesn't specifically infringe the social media community standards, then this post can remain.

3.6 Complaints and review

If a person disagrees that their post infringes the social media community standards, the person may request a review and final adjudication of the decision by the Council of Management.

3.7 Transparency

In the interests of ensuring that we implement this social media policy in a way that is transparent and fair, the following shall apply:

- Details of the incidents, decisions and actions taken by admins should be shared with anyone who requests.
- Admins of GYC affiliated social media groups/channels should be appointed by the social media coordinator on a fair and transparent basis.