Social Media Policy
20/11/2023

The Kingston Kayak Club (KKC) is committed to promoting the sport of kayaking and the values of respect, safety and inclusion. The KKC uses various social media platforms, such as its website, Facebook, Instagram and YouTube, to communicate with its members, supporters and the public. The KKC encourages its members to engage with its social media content and share their kayaking experiences, but also expects them to follow some basic guidelines to ensure a positive and respectful online environment.

The following policy applies to anyone who posts or comments on the KKC's social media platforms, or who mentions the KKC on their personal social media accounts.

- **Be respectful**: Do not post or comment anything that is abusive, offensive, discriminatory, hateful, threatening, defamatory or illegal. Do not harass, bully or intimidate anyone. Do not use profanity or vulgar language. Do not post or comment anything that violates the privacy or intellectual property rights of others.

- **Be responsible**: Do not post or comment anything that is false, misleading, inaccurate or deceptive. Do not post or comment anything that could damage the reputation or image of the KKC, its members, sponsors or partners. Do not post or comment anything that could compromise the safety or security of the KKC, its members or its facilities. Do not post or comment anything that could expose the KKC to legal liability or regulatory action.

- **Be relevant**: Do not post or comment anything that is unrelated to the KKC's activities, goals or mission. Do not post or comment anything that is spam, promotional, commercial or soliciting. Do not post or comment anything that is political, religious or controversial.

- **Be constructive**: Do not post or comment anything that is negative, unhelpful or discouraging. Do not post or comment anything that is rude, sarcastic or argumentative. Do not post or comment anything that is personal, subjective or opinionated. Instead, post or comment something that is positive, helpful and encouraging. Post or comment something that is polite, respectful and constructive. Post or comment something that is factual, objective and informative.

The KKC reserves the right to monitor, moderate and remove any posts or comments that violate this policy at its sole discretion. The KKC also reserves the right to block, ban or report any users who violate this policy repeatedly or severely. The KKC may also take disciplinary action against any members who violate this policy, in accordance with its constitution and bylaws.

By posting or commenting on the KKC's social media platforms, you agree to abide by this policy and the terms and conditions of each platform. You also acknowledge that your posts and comments are public and may be seen by anyone.

If you have any questions or concerns about this policy, please contact the KKC's social media coordinator at socialmedia@kkc.org.uk.