

Army Gliding Club (Anglia) Social Media Policy

1. Purpose

This policy sets out how members, and volunteers should use social media in a way that protects the safety, reputation, and integrity of the club and individuals while still encouraging positive engagement and promotion of gliding.

2. Scope

This policy applies to:

- All members, instructors, and volunteers
- All social media platforms (e.g. Facebook, Instagram, TikTok, X, YouTube, WhatsApp and other forums)
- Both official club accounts and personal accounts where the club is referenced

3. General Principles

- Use common sense. If you wouldn't say it publicly at the airfield, don't post it online.
- Be respectful, factual, courteous and responsible.
- Remember that social media posts can spread quickly and permanently affect the club's reputation. Once online, they are out there forever.

4. Official Club Accounts

Content should:

- Promote gliding, club activities, and individual and club achievements
- Reflect a welcoming and professional image
- Be accurate and up to date
- Respect privacy and safety rules

Avoid:

- Posting during incidents or emergencies unless authorised
- Sharing unverified information
- Engaging in arguments or controversial debates and avoid being drawn in.

5. Personal Accounts

Members are free to post about gliding and club life using their own social media platforms or channels, but must:

Do:

- Represent the club positively
- Make it clear opinions are your own (if discussing issues)
- Share photos and experiences responsibly and within our safeguarding rules.

Do not:

- Post content that could damage the club's or an individual's reputation
- Share confidential or sensitive information
- Criticise individuals publicly (raise issues internally instead)
- Present yourself as speaking on behalf of the club unless authorised by the Committee

6. Safety and Operational Sensitivity

This is where people often slip up—don't.

Never post:

- Details of incidents, accidents, or near misses before official communication's, which has been authorised by the Committee
- Real-time operational details that could compromise safety
- Criticism of safety procedures or instructors in public forums

If something serious happens, let the club & committee handle all communication.

- We operate on an operational military airfield which is also a NATO Category 1 Security establishment. Be mindful of what is shared publicly.

7. Photography and Video

- Always obtain consent before posting identifiable images of individuals
- Extra care must be taken with minors (parent/guardian consent is mandatory)
- Avoid capturing or sharing unsafe practices, even jokingly
- Ensure images reflect safe and correct flying procedures

8. Confidentiality

Do not share:

- Member personal information
- Internal discussions or disputes
- Financial or governance matters
- Instructor/student performance details

9. Handling Negative Content

If you see negative or inaccurate posts about the club:

- Do not engage in arguments, especially publicly and/or online
- Refer it to the committee or designated communications lead
- Respond only if authorised (by the Committee)

10. Breaches of Policy

Failure to follow this policy may result in:

- Request to remove content
- Informal or formal disciplinary action
- Suspension of membership in serious cases as determined by the Committee and/or Chairman

11. Reporting Concerns

Concerns about social media use should be reported to:

- A committee member

12. Policy Review

This policy should be reviewed annually or after any significant incident.