

Social Media Policy

Norwich Amateur Bicycle Club (NABC) takes reasonable steps to be open and transparent in terms of how it communicates with its members and other interested parties. We generate positive communication through the use of electronic media to the extent that club members now turn to our Facebook group as a first resort when asking questions or planning future bike rides, races & social activities. The growth and popularity of social media sites, mobile technology and mass communication is of great benefit in helping members connect with one another and also promoting club activities.

Below is an overview of how the club currently uses electronic media channels.

Members' e-mail distribution list (held & managed by the Membership Secretary) - for paid up club members with e-mail access and used to send out reminders & information of a cycling interest.

NABC Facebook group (<https://www.facebook.com/groups/298052706963242>) - for Facebook users who ask & are accepted to join the group. Group members can publish ("Post") their own content. Used for the notification of events / activities directly associated with the club, e.g. arranging club rides, social events, publishing suitable photographs (with the photograph owner's permission) and promoting the club to interested non-members.

NABC website (www.norwichabc.co.uk) - for general public viewing and used for "permanent & long term information" regarding the club. A club official (webmaster) will be responsible for the publishing of content. (Note: All club members are welcome & encouraged to send articles, race results, photographs etc. for inclusion to the site.)

Google Club Calendar (embedded into the website) - for general public viewing and used to advertise regular & one-off calendar events. Managed by the club webmaster & Membership Secretary. Club members can apply via the webmaster to be included on the Google Calendar distribution list thereby receiving e-mail reminders of forthcoming events.

NABC Twitter feed (<https://twitter.com/NorwichABC>) for Twitter users who follow NABC's Twitter feed. Used to make short announcements on current cycling news & re-tweeting other cycling-related Twitter feeds that our followers would be interested to read. Managed by one or more club officials.

In all situations we would encourage that our chosen electronic media channels are not used for personal gain, commercial or vested interest. Where reasonable, we may expect notices to appear promoting local services or "second hand" bike/parts or kit sales which relate to the club's members and local supporters.

Posts of a purely commercial nature or that are deemed to be offensive or bringing the club or its activities into disrepute may be removed at the discretion of the club webmaster without prior notice. Any breach of etiquette or persistent misuse may result in censure or revocation of membership to the group.

All of these media outlets have the ability to broadcast opinions and commentary instantaneously - as such we would encourage any contributors to refrain from posting any material which may bring the club or its members and activities in to disrepute.