



Social Media Policy

Introduction

At the Liverpool Phoenix CC (Aintree) we believe in open communication and you are encouraged to tell the world and your fellow club members what you are doing and share your passion. Whether you do so by participating in a blog, online social networks or any other form of online publishing it is completely up to you. However, these new ways of communication are changing the way we interact with others. In order to avoid any issues or misunderstandings, we have come up with a few guidelines to provide helpful and practical advice for you when operating on social media sites.

Social media guidelines

- Firstly, please familiarise yourself with the Liverpool Phoenix CC (Aintree) club rules
- When you discuss club matters on the internet, you should identify yourself with your name. You can begin a posting with, "The postings on this site are my own and do not necessarily represent the opinion of the Liverpool Phoenix CC (Aintree) ". Please always write in the first person. Please also consider that even anonymous postings on social media sites can be traced back to you
- You are personally responsible for the content you publish on social media sites. Please remember that neither the internet nor social media forget. This means everything you publish will be visible to the world for a very, very long time. Common sense is a huge factor here. If you are about to publish something that makes you even the slightest bit uncomfortable, review it. If you are still unsure, please speak to a club official.
- Just because information is made available within the club, it is not ok to let the rest of the world know about it. If information is given in confidence then please respect it.
- It is perfectly fine to talk about club activities and have a dialogue with club members but it is not okay to talk about individuals or the club in a derogatory manner. If the judgement call is tough, please ask a club official before you publish anything. Please act responsibly with the information you are entrusted with.
- Do not comment on club activities unless you are the organiser or a club official. Stay away from discussing financial topics and predictions of future spending.



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- Respect your audience. Don't use ethnic slurs, personal insults, obscenities, or engage in any conduct that would not be acceptable at a club meeting. You should also show proper consideration for others privacy and for topics that may be considered objectionable or inflammatory (like religion or politics). We all appreciate respect.
 - Think about consequences, please remember: Using your public voice to trash or embarrass the club or a club member or even yourself is not okay - and not very smart.
 - Have you posted something that just wasn't true? Be the first to respond to your own mistakes by either deleting or correcting inappropriate posts. If you choose to modify an earlier post, make it clear that you have done so.
 - Please respect intellectual property rights, for example, trademarks and copyright. If the name, logo, image, artwork or other material you want to use is not yours, don't use it. It's very simple: It is the owner's choice to share their name, logo, image, artwork or other material with the world, not yours. Before posting someone else's work or image, please check with the owner first.
 - Even if you act with the best intentions, you must remember that anything you put out there about Liverpool Phoenix CC (Aintree) can potentially harm the club or a club member. As soon as you act on the club's behalf by distributing information, you are upholding the club's image. Please act responsibly. If in doubt, please contact a club official before you hit the send or upload button.