

Orwell Wheelers communication and social media policy

Introduction

Social media and mobile technology provide excellent ways for club members to connect with each other and promote club activities and achievements. We aim to be open and transparent with all club members in relation to club activities, events etc and for everyone to have access to relevant information to enhance their experience within the club and therefore we embrace these communication channels.

Social media is understood as all websites and applications that enable users to create and share content or to participate in online social networking. This includes but is not limited to Facebook, Twitter (X), Messenger, WhatsApp, emails and the website.

However, we also recognize that they can be misused and therefore it is necessary for us to have clear expectations in relation to members' usage of all methods of communication both within the club and in relation to club matters externally.

We also recommend that all members familiarise themselves with the Cycling Ireland policy in relation to your individual responsibilities.

The social media channels used by the club are as follows:

1. Email Distribution List

- All club members will receive club emails unless they choose to opt out of the distribution list by notifying the club Secretary.

2. What'sApp

- The club has one WhatsApp community group for all club members which will be for club announcements from the committee and which is read only. You will be added to this group when you join the club.
- There are also other What's app groups for separate parts of the club which can be seen on the main WhatsApp group and which you can join by clicking on the link and this will be approved by the relevant admin.

Invariably other short term What'sApp groups are formed to facilitate the organisation of specific events (eg trips away, participation in sportives etc). After the event these groups should be deleted.

Currently, information on formal club rides is posted on the forum. Rides are also included in the club calendar (accessible via the club website). Reminders are often posted in WhatsApp groups.

Note that it is club policy that organised club spins are cancelled if an orange weather warning is in effect. Club rides may be cancelled due to other adverse events (including weather). In this case the organisers will endeavour to communicate the cancellation. WhatsApp, as a push communications method will be used, but please use common sense in relation to this.

3. Club website and forum

- The club website is an open website (accessible to all, regardless of membership status) and is to be used for the following purposes:
 - Notification of events or activities directly associated with the club (e.g., arranging rides, passing on information, publishing results, and promoting the club).
 - Certain club committee members will be responsible for authoring and updating content.
 - In addition there is a club forum where members can log in and certain information in the forum is limited to club members.
 - Club members may occasionally post notices of private sales, swap offers, wanted requests, and give-aways of cycling-related items.
 - Orwell google calendar - can be accessed from the website and has information on events for all parts of the club.

4. Facebook Instagram and X (formerly Twitter)

- Information on the above is accessible to all. It offers a platform to share club activities, achievements, photographs, news, etc. Consider which platform is most appropriate for what you wish to post - eg X is more relevant for live races where updates can be delivered in real time etc.
- Access to post is limited to certain club members. It is practical for members who are active in a particular area of the club to be responsible for posting on social media in relation to their area. This ensures that the messages communicated are done so by people with the relevant knowledge and also makes it possible for posts to be more timely and accurate. If you wish for something to be posted please contact those individuals directly or through the club committee. If you feel you have the knowledge to take ownership for posting on a certain area of the club please contact the committee and we can arrange the relevant access.

5. Strava and Ride with GPS

- Individual club members use Strava at their own discretion.
- There is an Orwell "Club" on Strava. This provides weekly leaderboards by total activity distance, for those who join.
- There is a club Ride With GPS account that is used to host a library of routes. Club members using these routes may get the advantage of some premium Ride With GPS features. It is also used for members to record that they wish to attend a club spins with a leader. - this enables the club to arrange the appropriate number of ride leaders.

Social Media Channels - dos and don'ts

- We aim at all times to make sure that photos and comments on all channels are always respectful (we will not allow anything that is deliberately insulting, abusive, offensive or embarrassing). If you are at a club event and do not wish to be included in photos you will be responsible for removing yourself from situations where group photos are taken. We cannot go through every photo on an individual basis to identify and remove individual club members.
- Please DO NOT use photographs/images where we do not have a right to so so from a copyright point of view. Where we do have permission we may also need to attribute photographs to their owner. If you are in any doubt on this don't post and consult.

- Our club's social media channels should not be used for personal gain/commercial purposes. Reasonable notices may be posted to promote local services, events, or races relevant to the club's members and local supporters. The club has guidelines at <https://www.orwellwheelers.org/kunena-2015-05-15/using-the-forum#commercial>
- Please be aware that there can be large numbers of members in the WhatsApp groups and we do need to make sure that the topics are focused. We ask therefore that you:
 - a. Discuss cycling topics only
 - b. Do not share grievances: general annoyance can be felt by all at times but this is not the place to air this. If you have a serious grievance please discuss at the time with your ride leader or later with any committee member.
 - c. Limit posting photos: photos should be relevant to the group you are posting them in (and cycling/club related) and limit these to maybe one or two photos. Avoid posting videos or consider a link to the video on YouTube (or other). Do not post photos of only one individual.
- Any unreasonable activity should be reported to the Club Secretary. The Committee reserves the right to refuse or remove an individual's membership if the club's Social Media Platforms are misused in a way that brings the club or sport into disrepute. Complaints or appeals against refusal or removal must be made to the Club Secretary and will be discussed at the next committee meeting.

Club committee contacts:

Joe

Brian

Sarah

Aideen

Dick

Grainne

Bryan

Orla

Fran