

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. Everyone should have access to relevant information to enhance their experience within the club. Therefore we embrace these communication channels.

Social media is understood to refer to 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), WhatsApp, Messenger, emails and the website.

However, we also recognize that these channels 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 individual responsibilities.

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

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.

WhatsApp

- The club has a WhatsApp community. This has an Announcements group for all club members. Only admins can post in the Announcements group which is intended for broadcast messages of general club interest. New members will be given an invite link when they join the club.
- There are a range of other WhatsApp groups of interest to specific areas of the club. eg. Leisure, Race, Womens Racing, Audax, CX, Touring, etc.

Members of the community can see these groups and can join/request access by clicking an associated link. (which may require approval by the relevant admin).

Invariably other short term WhatsApp 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 WhatsApp, and on the club [calendar](#) (also accessible from the club website).

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.

Club website orwellwheelers.com

The new (2024) 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).
- The club committee will delegate responsibility to some members who will be responsible for authoring and updating content.
- Orwell google calendar. This can be accessed from the website and has information on events for all parts of the club.

The general layout of the club website is

- Home
 - High level info, Upcoming Events, News & Announcements
- About Us
 - Some club history
- Cycling
 - Racing & Endurance (info and reports for Racing, CX, Audax, Women)
 - Recreation & Leisure (club spins, events/trips & social, info sessions etc.)
 - Youths
 - Rider Profiles
- Calendar
 - Club Google Calendar
- Resources
 - Static info such as constitution, club docs etc.

Facebook, Instagram, X (formerly Twitter) and Bluesky

- Information on the above is accessible to all. It offers a platform to share club activities, achievements, photos, news, etc. (The club PRO may wish to choose which channel to use for specific content).
- Access to post is limited to certain club members. Ideally, members who are active in a particular area of the club should 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. From a practical perspective the club has a PRO who can gather content from multiple sources and ensure it is posted to the relevant channels.

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. Ride with GPS is also used for members to express an interest in attending winter spins with a leader. This enables the club to arrange an appropriate number of ride leaders.

Social Media Channels - dos and don'ts

- Members must ensure that photos and comments on all channels are always respectful. (The club does 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. The club cannot go through every photo on an individual basis to identify and remove individual club members.
- DO NOT use photographs/images unless you have the right to do so. (from a copyright point of view). Where you do have permission to use photos, ensure that these are attributed to their owner. If you are in any doubt on this don't post and consult.
- Orwell Wheelers club 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.
- Please be aware that there can be large numbers of members in WhatsApp groups. Therefore:
 - Discuss club related or cycling topics only
 - On WhatsApp, post in the appropriate group
 - Do not share grievances: general annoyance can be felt by all at times but social media 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.
 - Photos should be relevant to the channel where they are posted. Avoid posting videos to WhatsApp, consider a link to the video on YouTube (or other)
 - Photos of multiple riders are preferable

Any unreasonable activity should be reported to the Club Secretary. The Club Committee may refuse membership, or remove it, ... for good cause such as conduct or character likely to bring the Club or sport into disrepute.

Club committee contacts:

Joe, Darren, Fran

Dick, Orla, Aideen

Gráinne, Luke, Bryan, Simon