CHESTER GREAT OUTDOORS CLUB

SOCIAL MEDIA GUIDELINES & INSTRUCTIONS

INTRODUCTION

The Club has a Facebook (https://www.facebook.com/groups/59150747192/) page and Instagram (https://www.instagram.com/chestergreatoutdoors/) account (Social Media), all of which allow current Club members to chat about Club events and share photos and stories, and also acts as a window into the Club for prospective members to find out a bit more about us.

Social Media accounts/pages are not intended to replace the club website or club emails (Club events remain as advertised on the Club website) but are a great opportunity to interact with Club members and share some fun, so why not drop by and have a look!
Below are some guidelines and information for users.

Please do:

• Share photos from events or chat about how much fun you had on your last walk/climb/bike ride with the Club.
• Chat about which upcoming events you are going to, find out who else is going along to an event, or encourage members to join you on an event.
• Share (where appropriate) information on outdoors activities that may be of interest to Club members.
• Remember that Social Media will increasingly become the mechanism by which potential members find out about the club – please aim to keep all your posts friendly and an advertisement for our great club!

Please don't:

• Post anyone's email addresses, phone numbers or addresses.
• Tag people in photos, tweets or posts.
• Post precise details of where and when Club meets are occurring. It is imperative that all prospective members continue to approach the Club and obtain details on introductory events via the website and by contacting the membership secretary.
• Bypass the usual 'event emails' if you are organising an event – not everyone in the club uses Social Media
• Use the group to organise impromptu events (well, maybe an evening in the pub if there's nothing else on the calendar!). The membership secretary works hard to maintain a fun-filled calendar and we don't want Social Media to undermine their hard work.
• Post things that are not relevant to either the club, its members or general outdoor activities.

Security and Etiquette:

• The accounts are ‘public’. This means that anyone can see them. Only group members can write posts or add photos on Facebook. On Twitter and Instagram only those that are “followed” can tag club into their posts/photos.

• We have elected to have a ’no tagging of individuals’ rule on photos on the Club accounts. Please respect this.

• Non-members browsing Social Media will be able to see a list of who is a member of the Facebook group, plus view any posts or photos on the page. They will not be able to contribute.

• Anyone wanting to join the Facebook group will have to be approved by of one of the group’s “admins”. If a non-member asks to join the Facebook group, one of the moderators will point them towards the Club website and email address.

• We hope that the Social Media accounts will run themself and will require little input from the group’s moderators. However, if any inappropriate posts are made, or any photos are tagged, they will be removed.

Twitter and Instagram can be followed by anyone, there is little need to moderate the accounts to approve “followers” who are not able to post on the accounts directly. If any messages are received from potential members about joining the club, one of the moderators will point them towards the Club website and email address.

Moderators

Please see the Facebook Group Members’ list for the Club members currently listed as “admin”.

Twitter and Instagram accounts are moderated by members with log in details (Committee members).