



Social Media and Communications Policy

Social media enables people to connect with others, share their experiences and inspire each other. It is The Club's responsibility to protect our community both in person and online and play an active role in shutting down hateful comments.

Stokes Bay Sailing Club has the following safeguards in place:

Limited Administrators on social media accounts who can manage and edit posts.

Those responsible for posts are encouraged to fact check, spell check and seek advice from the communication lead and Commodore on wording, if unsure.

Class Captains/Fleet reps are required to monitor WhatsApp messaging within their group and on Social Media group pages.

What is meant by abusive or hate speech?

It is speech typically directed towards another person or group on the grounds of protected characteristics identified in the Equalities Act 2010; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation with the intention to harass, distress, offend, and/or threaten. The Club also includes comments that may be considered grossly offensive, indecent, obscene or false.

Key Principles:

- **Don't be abusive:** make sure your words and any content you share are not derogatory or abusive to others.
- **Don't spread hate:** don't amplify hate speech. Follow the steps below to log, report and delete it.
- **React promptly:** responding to old comments risk reviving a conversation and have an adverse effect
- **Be consistent:** in how you tackle hate speech

What do we do if we see it?

1. **Log it** – screen shot the post and add it to the hate speech log, kept by the administrator on the Management shared Google drive. This will help spot patterns or recurring topics.
2. **Report it** - Use platform reporting tools to report the post. There is usually a link on or near the post to report the content. If you feel the comment breaches the law (a

specific threat of violence aimed at an individual or is grossly offensive) report it to the police. - <https://www.report-it.org.uk/>

3. **Delete it** – if it is offensive, indecent or obscene, delete it. You may want to consider blocking the user or the account.
4. **Respond** – in some incidences it may be appropriate to respond to demonstrate that you don't condone hate speech. If you decide to respond, draft the response and get it checked by the Communications lead (currently Secretary and Communications role) or another senior Flag Officer to ensure diversity of thought and appropriate consideration.
5. **Monitor** – continue to update the hate speech log to track how many comments are received and how incident was dealt with. Continue reviewing this log.

Other Comments and Posts

Some posts that are abusive may be in response to posts from other people or organisations.

Just because they are not on Stokes Bay SC accounts, does not mean we should ignore them. If it relates to the SBSC community, we have a responsibility to act.

1. **Log it** – take a screenshot and add to the hate speech log, kept by the administrator.
2. **Contact the account being targeted** – contact the person or organisation through the channel (direct messaging) or via email. Let them know you have seen the post and can support them if needed. Advise them to follow the steps above.
3. **Report it** – Report the post using the platform reporting function or to the police if appropriate
4. **Monitor** – continue to update hate speech log and review monthly at Committee meeting

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