



Policy/Procedure Name: Social Media and Email Guidelines 2017

Approved By: President of BSSF

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Introduction

Every day people talk online about the BSSF, IFSS, ICF and sled dog sports in general. The BSSF council and members are ambassadors for the sport in the UK and abroad and we recognise the benefits of taking part in social networks and online communities and encourage members to get involved. If you're using social media, the best advice is to approach the online world in the same way we do the physical one – by using sound judgement and common sense.

The BSSF is attempting to build a strong social media profile across a range of different networks, and needs the support of our members to help us achieve this successfully.

Social media complements all other traditional media and communications. It is built on interaction, not only on information, and is widely used for increasing participation, engaging with members and spectators, building reputation, selling products and supporting sled dog sporting activity.

Importantly, our members increasingly want to use social media as a way of contacting us to request services or make complaints.

These guidelines have been developed to support those posting messages officially on behalf of the BSSF as well as members using social media to make contact with the Federation. These guidelines aim to assist members on social media, protect the reputation of the BSSF and to ensure our social media presence is successful.

Posting on behalf of the BSSF

Only current Council members can post on behalf of the BSSF.

BSSF official social media presence will be managed by named officers, who take ownership and responsibility for all content published. All officers will use either their initials or first names in posts. This way members know who they are communicating with and also shows the human face of the Federation.

When making a post on behalf of the federation these will be signed with the initials of the writer.

When commenting on a post on behalf of the BSSF this will be signed with the initials of the writer.

When replying to social media messages on behalf of the BSSF the reply must include the name of the writer.

Whenever an email is sent to a member or other party this will be signed with the name of the author and their title.

The BSSF uses a bulk mailer service to forward emails to any selected group or all of the membership. When this is used a notice will be posted on social media as follows:

“MEMBER NOTICE : An email has been sent to all members. If you have not already done so please add mailer@membermojo.co.uk to your safe sender, white list or contacts. Please check your junk and spam folders. If you have not received an email please contact us.”

BSSF Council officers are also reminded to respond within a reasonable time frame and will not rapidly respond to multiple social media comments, messages or emails, unless they have the time at that point to finish the conversation. Abruptly failing to respond mid conversation will cause frustration upon the other parties involved. If there is likely to be a long delay in replying fully, or the matter needs to be referred to someone else internally or externally, a brief message to that effect should be sent. Social media often gives the impression that an organisation is a 24/7 operation. This is obviously not the case and every effort should be made to try to ensure that this impression is not given.

Posting as a BSSF Member

It is advised that member queries, questions and issues be directed to the BSSF council via email rather than posting or commenting on the Facebook page. This way we can ensure that each individual query is dealt with promptly and is not lost amongst other member's comments and posts.

Check your privacy settings – so you know your comments are likely to reach the correct recipients.

Use common sense - a good rule of thumb is if you would feel comfortable saying what you are posting to a room of people, it is safe to post.

Celebrate success and achievement. Congratulate each other on your successes, post about your achievements, promote yourselves as athletes both canine and human, share good news stories, praise your dogs and be proud of the sport, the BSSF and what we are all trying to achieve.

Don't break the law – there are a host of laws which govern what you can do online including Copyright, Defamation, Data Protection and the Contempt of Court Act. For example, don't spread rumours or gossip, don't post personal details of individuals (other than yourself – and do that sparingly).

Don't criticise BSSF members, BSSF Council or committee members, international sled dog racing organisations, fellow competitors, or spread rumours or false information about them. Do not incite negativity.

Don't misrepresent yourself or the BSSF. Every action online is, at some level, traceable. Make sure the content that you are creating and impressions you are leaving, no matter how big or how small, are accurate, honest, true and a good representation of the British Sled Dog Sports Community.

Don't be drawn in to disputes, arguments or comment on things where you are not 100% sure of the facts. This could bring both yourself and the BSSF into disrepute.

Don't post in anger, haste or when under the influence of alcohol – once something is online it is very difficult to retract.

Please remember the BSSF Council and all other race organisations are run by volunteers across an international timeline. The majority of these individuals have jobs, children and their own dogs to take care of. If it were not for these individuals there would not be the sled dog sporting community that we have. With this in mind, if you do not receive a response to your email, or Facebook post immediately, please do not be alarmed, a member of the team will assist you as soon as reasonably possible.