



Public Social Media Procedures

Responsible for review of procedures
Marketing Manager

Change History			
Version	Approved by	Date of approval	Next review date
Proc-15-01	Marketing Manager	January 2016	January 2017

1 Scope

This policy sets out the policy for usage of social media operated by Archery GB and accessible to the public (here after referred to as “Social Media”), such as Archery GB’s Twitter Group Page or Archery GB’s Facebook Group Page.

2 Usage

This policy (together with the documents referred to on it) sets out the terms of use on which you may post to Social Media. Please read these terms of use carefully before you start to use Social Media. By posting to Social Media, you indicate that you accept these terms of use and that you agree to abide by them. If you do not agree to these terms of use, please refrain from posting content to Social Media.

3 Reliance on Information posted

Commentary and other materials posted on Social Media are not intended to amount to advice on which reliance should be placed. We therefore disclaim all liability and responsibility arising from any reliance placed on such materials by any visitor to Social Media, or by anyone who may be informed of any of its contents.

4 Social Media changes regularly

We aim to update Social Media regularly, and may change the content at any time. If the need arises we may suspend access to our Social Media, or close it indefinitely. Any of the material on our Social Media may be out of date at any given time, and we are under no obligation to update such material.

5 Our Liability

The material displayed on our Social Media is provided without any guarantees, conditions or warranties as to its accuracy. To the extent permitted by law, we and third parties connected to us hereby expressly exclude:

- All conditions, warranties and other terms which might otherwise be implied by statute, common law or the law of equity.
- Any liability for any direct, indirect or consequential loss or damage incurred by any user in connection with our Social Media or in connection with the use, inability to use, or results of the use of our Social Media, any websites linked to it and any materials posted on it, including, without limitation any liability for:
 - loss of income or revenue;
 - loss of business;
 - loss of profits or contracts;
 - loss of anticipated savings;
 - loss of data;
 - loss of goodwill;
 - wasted management or office time; and
 - for any other loss or damage of any kind, however arising and whether caused by tort (including negligence), breach of contract or otherwise, even if foreseeable, provided that this condition shall not prevent claims for loss of or damage to your tangible property or any other claims for direct financial loss that are not excluded by any of the categories set out above.

This does not affect our liability for death or personal injury arising from our negligence, nor our liability for our fraudulent misrepresentation or our misrepresentation as to a fundamental matter, nor any other liability which cannot be excluded or limited under applicable law.

6 Uploading Material

Whenever you make use of a feature that allows you to upload material to our Social Media, or to make contact with other users of our Social Media, you must comply with the Content Standards set out in “8 Acceptable Use” detailed below. You warrant that any such contribution does comply with those standards, and you indemnify us for any breach of that warranty.

Any material you upload to our Social Media will be considered non-confidential and non-proprietary, and we have the right to use, copy, distribute and disclose to third parties any such material for any purpose. We also have the right to disclose your identity to any third party who is claiming that any material posted or uploaded by you to our Social Media constitutes a violation of their intellectual property rights, or of their right to privacy.

We will not be responsible, or liable to any third party, for the content or accuracy of any materials posted by you or any other user of our Social Media.

We have the right to remove any material or posting you make on our Social Media if, in our opinion, such material does not comply with the Content Standards set out in “8 Acceptable Use” detailed below.

7 Links from our Social Media

Where our Social Media contains links to other websites and resources provided by third parties, these links are provided for your information only. We have no control over the contents of those websites or resources, and accept no responsibility for them or for any loss or damage that may arise from your use of them.

8 Acceptable Use

The Acceptable Use requirements detailed below set out additional terms upon which you access our Social Media.

8.1 Prohibited Uses

You may use our Social Media only for lawful purposes. You may not use our Social Media:

- In any way that breaches any applicable local, national or international law or regulation.
- In any way that is unlawful or fraudulent, or has any unlawful or fraudulent purpose or effect.
- For the purpose of harming or attempting to harm minors in any way.
- To send, knowingly receive, upload, download, use or re-use any material which does not comply with our Content Standards detailed below.
- To transmit, or procure the sending of, any unsolicited or unauthorised advertising or promotional material or any other form of similar solicitation (spam).
- To knowingly transmit any data, send or upload any material that contains viruses, Trojan horses, worms, time-bombs, keystroke loggers, spyware, adware or any other harmful programs or similar computer code designed to adversely affect the operation of any computer software or hardware.

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You also agree:

- Not to reproduce, duplicate, copy or re-sell any part of our Social Media in contravention of the provisions of our terms of use detailed above.
- Not to access without authority, interfere with, damage or disrupt:
 - any part of our Social Media;
 - any equipment or network on which our Social Media is stored;
 - any software used in the provision of our Social Media; or
 - any equipment or network or software owned or used by any third party.

8.2 Interactive Services

We are under no obligation to oversee, monitor or moderate any interactive services, including, without limitation, tweets or links (“Interactive Services”) we provide on our Social Media, and we expressly exclude our liability for any loss or damage arising from the use of any interactive services by a user in contravention of our Content Standards, whether the service is moderated or not.

The use of any of our Interactive Services by a minor is subject to the consent of their parent or guardian. We advise parents who permit their children to use an Interactive Service that it is important that they communicate with their children about their safety online, as moderation is not fool proof. Minors who are using any Interactive Service should be made aware of the potential risks to them.

8.3 Content Standards

These Content Standards apply to any and all material which you contribute to our Social Media (**contributions**), and to any Interactive Services associated with it.

You must comply with the spirit of the following standards as well as the letter. The standards apply to each part of any contribution as well as to its whole.

Contributions must:

- Be accurate (where they state facts).
- Be genuinely held (where they state opinions).
- Comply with applicable law in the UK and in any country from which they are posted.

Contributions must not:

- Contain any material which is defamatory of any person.
- Contain any material which is obscene, provocative, offensive, hateful or inflammatory.
- Promote sexually explicit material.
- Promote violence.
- Promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.
- Infringe any copyright, database right or trade mark of any other person.
- Be likely to deceive any person.
- Be made in breach of any legal duty owed to a third party, such as a contractual duty or a duty of confidence.
- Promote any illegal activity.
- Be threatening, abuse or invade another's privacy, or cause annoyance, inconvenience or needless anxiety.

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- Be likely to harass, upset, embarrass, alarm or annoy any other person.
- Be used to impersonate any person, or to misrepresent your identity or affiliation with any person.
- Give the impression that they emanate from us, if this is not the case.
- Advocate, promote or assist any unlawful act such as (by way of example only) copyright infringement or computer misuse.
- Contravene our Social Media Policy or any associated policy.

We will determine, in our discretion, whether there has been a breach of Content Standards. When a breach of Content Standards has occurred, we may take such action as we deem appropriate.

Failure to comply with Content Standards constitutes a material breach of the terms upon which you are permitted to use our Social Media, and may result in our taking all or any of the following actions:

- Immediate, temporary or permanent withdrawal of your right to use our Social Media.
- Immediate, temporary or permanent removal of any posting or material uploaded by you to our Social Media.
- Issue of a warning to you.
- Legal proceedings against you for reimbursement of all costs on an indemnity basis (including, but not limited to, reasonable administrative and legal costs) resulting from the breach.
- Further legal action against you.
- Disclosure of such information to law enforcement authorities as we reasonably feel is necessary.
- Disciplinary actions, if applicable, as described in our Disciplinary Policy.

We exclude liability for actions taken in response to breaches of Content Standards. The responses described above are not limited, and we may take any other action we reasonably deem appropriate.



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