

LINCOLNSHIRE COUNTY ARCHERY SOCIETY

Social Media Policy

Organisation:	Lincolnshire County Archery Society (LCAS)
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Responsible Officer:	Steven Eales - Chair
Contact:	chair@lincsarchery.co.uk

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1. Purpose & Scope

This policy sets out how Lincolnshire County Archery Society (LCAS) manages its social media presence, who is authorised to post on behalf of the Society, and the standards expected of all officers and members when using social media in connection with LCAS.

This policy applies to:

- All LCAS officers and committee members acting in their official capacity
- Any volunteer or member posting on behalf of LCAS or on official LCAS accounts
- All official LCAS social media accounts and pages

This policy should be read alongside the LCAS Data Protection Policy, Privacy Policy, Cookie Policy, Constitution, and Standing Orders. It does not replace Archery GB's Code of Conduct, which applies to all members.

2. Official LCAS Social Media Accounts

LCAS currently maintains one official social media presence:

- Facebook (Page or Group)

Should LCAS wish to establish a presence on any additional social media platform in future, this must be approved by the Executive Committee before the account is created. All official accounts must be clearly identifiable as belonging to Lincolnshire County Archery Society and must use the Society's official name and branding.

Personal accounts of officers or members must never be presented as, or mistaken for, official LCAS accounts.

3. Who May Post on Behalf of LCAS

3.1 Authorised Posters

Only officers holding a specific LCAS role may post content on official LCAS social media accounts, and only within the scope of that role. Posting rights are role-based, not personal. Access is granted because of the office held, not the individual, and it ends when the role ends.

LCAS Role	Access Level	Scope of Posting
Chair	Administrator	Official announcements, governance, general Society news
Vice Chair	Administrator	As delegated by Chair; general Society news
Secretary	Administrator	Meeting notices, AGM notices, official communications
Web Administrator	Posting access	Events, results, general county news, website updates
Tournament Advisor / Organiser	Posting access	Competition announcements, entries, and results
Records Officer	Posting access	County record updates and claims
Senior Team Manager	Posting access	Senior team selection, match results, county team news
Junior Team Manager	Posting access	Junior team news (subject to safeguarding in Section 7)
County Coaching Organiser	Posting access	Coaching events, courses, coach development news

LCAS Role	Access Level	Scope of Posting
Development Officer	Posting access	Development initiatives, club support, participation
EMAS Delegate	Posting access	Regional and EMAS-related updates
Safeguarding Officers	Posting access	Safeguarding Updates
Other Officers	No Access	No access to posting LCAS updates

3.2 No Delegation of Access

Officers with posting or administrative access must not delegate or share that access with any other person, including other committee members, club officials, or family members. Access is personal to the role-holder and must not be passed on under any circumstances.

3.3 Content Approval

Officers should use good judgement when posting. For any content that is sensitive, relates to a dispute or disciplinary matter, makes a statement on behalf of LCAS on a policy issue, or could be considered controversial, the officer must seek approval from the Chair (or Vice Chair if the Chair is unavailable) before posting.

4. Administrative Access

4.1 Platform Administrators

Administrative access to official LCAS social media accounts - which includes the ability to manage pages, add or remove users, change account settings, and access platform analytics - is restricted to members of the LCAS Executive Committee who are active on the relevant platform:

- Chair
- Vice Chair
- Secretary

The Treasurer holds Executive Committee membership but does not automatically receive social media administrator access unless specifically agreed by the Executive Committee. Where an Executive Committee member does not use a particular social media platform, administrator access for that platform will be held by the remaining eligible Executive members.

4.2 Executive Oversight

The Executive Committee is collectively responsible for:

- Maintaining oversight of all official LCAS social media accounts
- Granting and revoking posting access for officers when they take up or leave a role
- Ensuring all accounts are properly secured with strong passwords and two-factor authentication
- Acting as the point of escalation for any social media issues, complaints, or incidents
- Approving the creation of any new official LCAS social media accounts

4.3 Access Review

All administrative and posting access will be reviewed annually. Access will be revoked immediately when an officer leaves their role, whether by resignation, non-election at the AGM, or removal from post. The outgoing officer must not retain any access after their role ends.

When an officer's access is revoked, the Executive Committee must ensure:

- The officer is removed as an administrator or contributor on all relevant platforms
- Any passwords known to the outgoing officer are changed immediately
- Platform login credentials are updated across all official accounts

5. Authorised Content

Officers may post content falling within the following categories, subject to the scope of their role as set out in Section 3:

- County championship and competition announcements, entries, and results
- County record updates and achievements
- County team selection announcements and match results
- LCAS AGM, general meeting, and official notices
- Coaching courses, development events, and participation opportunities
- EMAS and Archery GB news relevant to Lincolnshire members
- Congratulations and recognition for member achievements
- Event photos and videos (subject to Section 7)
- Links to the LCAS website, county documents, and official policies
- Safety notices and important operational information

All posts must be accurate, professional in tone, and consistent with the aims of LCAS as set out in the Constitution.

6. Prohibited Content

Officers must not post the following on official LCAS accounts, or on personal accounts in a way that could reasonably be connected to their LCAS role:

- Personal opinions presented as the official view of LCAS
- Any comment about ongoing disciplinary matters, complaints, or appeals - these are strictly confidential under the Constitution (Section 6.1.1)
- Criticism of individual members, clubs, or other archery organisations
- Content that is discriminatory, offensive, or contrary to Archery GB's Code of Conduct
- Personal data about members, including contact details, health information, or membership numbers
- Photos or videos of junior members without verified parental consent (see Section 7)
- Unofficial statements about LCAS policy, governance, or finances

- Content that has not been approved where approval is required under Section 3.3
- Political content or endorsements of any political party or candidate
- Commercial promotions or advertising not approved by the Executive Committee

Where an officer is in any doubt about whether content is appropriate, they must seek guidance from the Chair before posting.

7. Photography, Images & Junior Members

7.1 General Photography

Before posting any photograph or video of an identifiable individual, the posting officer must be satisfied that:

- The individual has given explicit consent for their image to be shared on social media, or
- The content relates only to publicly available competition results and contains no photographic image of the individual

Consent obtained for general event photography does not automatically extend to publication on social media. Where consent for social media use is not clearly recorded, the image must not be posted.

7.2 Junior Members (Under 18)

LCAS applies strict additional safeguards to images of junior members, in line with the Data Protection Policy (Section 12) and Archery GB safeguarding guidelines:

- Explicit, verifiable parental or guardian consent must be obtained and recorded before any photograph or video of a junior member is published on any LCAS social media account
- Full names of junior members must never be published alongside their image on social media
- Contact details, school names, or home locations of junior members must never appear in any post
- If a parent or guardian withdraws consent, any existing images of that child must be removed from all LCAS social media accounts promptly

The Junior Team Manager is responsible for ensuring these safeguards are applied before posting any junior team content. Any uncertainty must be escalated to the Chair or Vice Chair before posting.

8. Data Protection & Privacy

All social media activity on behalf of LCAS must comply with the LCAS Data Protection Policy and UK GDPR. In particular:

- Personal data (names with contact details, health information, home addresses, or membership numbers) must never be posted publicly on social media

- Competition results published on social media are limited to: name, club, bow style, score, and age category - consistent with what is published on the LCAS website and recognised results databases
- Officers must not use social media direct messages to communicate personal data to other officers or members - official email must be used for this purpose
- If a member requests removal of their personal data from LCAS social media posts, this must be treated as a data subject request and handled in accordance with the Data Protection Policy (Section 9)

Any accidental publication of personal data on social media must be treated as a potential data breach. The content must be removed immediately and the incident reported to the Chair in accordance with the Data Protection Policy (Section 11).

9. Personal Social Media Use

When officers use their personal social media accounts, they must be mindful of their LCAS role. Officers must not on personal accounts:

- Present personal views as the official position of LCAS
- Post content about LCAS members, events, or activities that would breach confidentiality obligations or data protection requirements
- Discuss disciplinary, safeguarding, or complaints matters relating to LCAS
- Engage in online disputes or arguments relating to LCAS business
- Post content that could bring LCAS or the sport of archery into disrepute

Officers are free to express personal views on private accounts but must make clear when doing so that they are not speaking on behalf of LCAS. Where personal posts could be misinterpreted as an official LCAS position, officers should include a clear disclaimer, for example: "Views are my own and not those of LCAS."

10. Responding to Comments & Messages

10.1 Public Comments

Officers managing official LCAS accounts should respond to public comments professionally and promptly. Where a comment raises a complaint, dispute, or sensitive matter, the officer should acknowledge the comment politely, move the conversation to a private channel (direct message or email), and escalate to the Chair if the matter cannot be resolved.

Comments that are abusive, offensive, or discriminatory may be hidden or deleted. The Chair should be informed of any significant moderation actions taken.

10.2 Direct Messages

Officers must not use social media direct messages to discuss personal data, disciplinary matters, or sensitive Society business. Such matters must always be handled via official LCAS email.

10.3 Media Enquiries

If a journalist or media outlet contacts LCAS via social media, the message should be forwarded to the Chair immediately. Only the Chair, or a person specifically delegated by the Chair in writing, may respond to media enquiries on behalf of LCAS.

11. Security & Account Management

To maintain the security of official LCAS social media accounts, all officers with access must:

- Use strong, unique passwords for social media accounts and not reuse passwords across multiple platforms
- Never share login credentials with any other person
- Log out of official accounts when using shared or public devices
- Report any suspected unauthorised access to the Chair immediately

The Executive Committee is responsible for maintaining a secure record of all official account credentials, accessible only to Executive members, in line with the Data Protection Policy (Section 10).

Passwords must be changed immediately if an officer with access leaves their role, if there is any suspicion of unauthorised access, or if a device containing saved credentials is lost or stolen.

12. Breaches of This Policy

A breach of this policy includes, but is not limited to:

- Posting on an official LCAS account without authorisation
- Sharing login or administrative credentials with an unauthorised person
- Publishing personal data, photographs of juniors without consent, or confidential Society information
- Posting content that is discriminatory, offensive, or brings LCAS into disrepute

Breaches will be handled in accordance with the LCAS Constitution (Section 9) and Archery GB's Code of Conduct and Disciplinary Policy. Depending on the severity, consequences may include immediate revocation of social media access, a formal disciplinary process, or referral to Archery GB. In the case of a data breach involving personal data, the incident may also be reported to the Information Commissioner's Office (ICO) in accordance with the Data Protection Policy (Section 11).

Suspected breaches should be reported to the Chair at chair@lincsarchery.co.uk as soon as possible.

13. Review

This policy will be reviewed every year, or sooner if there are significant changes to the social media platforms used by LCAS, changes to relevant legislation or Archery GB requirements, or a significant incident that highlights a gap in this policy.

Reviews will be approved by the Executive Committee and material changes reported to the General Committee. The latest version of this policy will be available at:
www.lincsarchery.co.uk/county-documents

14. Contact

For any questions about this policy or to report a concern:

Responsible Officer: Steven Eales - Chair

Email: chair@lincsarchery.co.uk

Website: www.lincsarchery.co.uk

General Queries - Secretary: Lynn Fisher - secretary@lincsarchery.co.uk

Declaration

Lincolnshire County Archery Society hereby adopts this Social Media Policy as part of its governance framework, to be read alongside the Constitution, Standing Orders, and Data Protection Policy.

LCAS Chair: Steven Eales

Signature: S.Eales

Date: 1/04/2026

LCAS Secretary: Lynn Fisher

Signature: L.Fisher

Date: 1/04/2026