



Northampton Canoe & Kayak Club (NCKC) Social Media Policy - 2025

Purpose

This policy ensures that all members and representatives of NCKC use social media in a way that reflects our values, protects members' privacy, and maintains a positive, respectful environment online and off the water.

Scope

Applies to all members, volunteers, coaches, and committee representatives when posting on official club social media accounts, or on personal accounts when referencing the club, events, or members

What Not to Post

- Personal or Private Member Information
- Photos of minors without consent from a parent/guardian
- Personal contact details or addresses
- Medical or emergency incidents without club approval
- Private disputes or internal club matters
- Negative or Inappropriate Content Images or videos that show members ignoring safety gear or procedures
- Content that glamorizes reckless paddling, drug/alcohol use during events, or boating under unsafe conditions.
- Unauthorized Use of Club Branding

Avoid:

- Publicly criticizing the club, its members, or events
- Posting offensive, harassing, or discriminatory remarks
- Sharing gossip, unverified claims, or club-related rumours
- Unsafe or risky behaviour

Only authorized individuals may:

- Use the club's name or logo for promotion
- Create or run "official" club social media pages or groups
- Announce cancellations, emergencies, or event changes

Political or Controversial Statements

While we support free speech, please avoid:

- Using club pages to promote political views or campaigns
- Posting controversial opinions under the club's name or while wearing club-branded gear

Good Practices

- ✓ Be Positive and Supportive Celebrate achievements, welcome new paddlers, and promote upcoming events.
- ✓ Respect Privacy Always ask before tagging someone or sharing their photo.
- ✓ Stay Safe Online Report impersonation accounts or suspicious behaviour to the club committee.
- ✓ Use Hashtags Wisely If using club hashtags make sure the post reflects the club positively.

Policy Violations

Breaches of this policy may result in:

- A request to remove content
- Temporary or permanent removal from social media roles
- Review of club membership status in serious cases

Need Help or Unsure?

Contact the club's communications officer or committee with any questions before posting.