



## NLMG Twitter Usage Policy

**North Leicester MG Club (NLMGC), referred to hereafter as the “Club”, operates a Twitter feed, which is maintained by elected Officials of the Club. The Club actively encourages club members, charitable partners, Club run venues, Parts suppliers, Publishers etc to ‘follow’ this Twitter Feed. The Club Officials administering this feed will abide by this policy at all times.**

### **By engaging with Twitter as a social media platform the Club aims to:**

1. Quickly share and celebrate Club activities, events successes and information.
2. Share web-based content relating to Classic Cars in general and the MG marque in particular, which may be of interest to Club Members and Members of the Public.
3. Engage with and encourage new members to join the Club / find out about the MG marque.
4. Encourage the use of current technology and social media as a method of communication and tool for the benefit of the Classic Car scene.

### **In order to support these aims the Club WILL:**

- Operate Twitter feeds from personal devices.
- Ensure that the Twitter account operated by NLMGC (@NorthLeicsMGOC) is a *Public Account* and make the log-in and password details available to the Chairman and Officials of the Club.
- Ensure that the Club Twitter account follows an appropriately professional style for positive promotion of Club activities.
- Use the Club’s Twitter account to only follow feeds of valuable organisations / individuals. (For example; Club members, MG Owners Club / MG Car Club, Parts Suppliers, Charitable Partners).
- Share news and information during / before and after Club events.
- Use Twitter to share positive messages about the Club and other organisations which are of interest to members, Classic Car enthusiasts, local Community.
- Use only Club Members first names when referencing them in a tweet.
- Post *identifiable* photos of Club members **unless they have expressed to a Club Officer that they would prefer for this NOT to take place.**
- Positively interact with Club members and others via “@TwitterName”, where appropriate to do so.
- Change the Twitter account password if a security breach is suspected.

### **In addition, to support these aims the Club will NOT:**

- Reply to @‘replies’ on Twitter, unless it is of clear benefit to the club – eg to engage new members.
- **Post identifiable pictures of children under the age of 18 without a Parent’s / Responsible Adult’s express permission.**
- Follow accounts that tweet (or re-tweet) inappropriate content or that which is liable to offend, any such accounts will be un-followed and if necessary blocked.
- Post content likely to cause offence to Club members and/or others or to bring the Club and/or its members into disrepute.

Twitter’s own safety rules can be found here: [https://support.twitter.com/groups/33-report-abuse-or-policyviolations#topic\\_166](https://support.twitter.com/groups/33-report-abuse-or-policyviolations#topic_166)