

Procedure Number:	06 Web & Social media
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Web & Social media Policy

1. Procedure Scope

The purpose of this policy is to define how the online presence of the Durham and Northumberland (DNAA, the Association) will be managed. Online presence refers to the Association's use of (a) a website and (b) relevant social media channels

1.1 Online presence is used by DNAA to:

- 1.1.1. Communicate information to and share resources with affiliated members and volunteers.
- 1.1.2. Communicate information to and share resources with potential members and volunteers.
- 1.1.3. Promote activities within the County, including tournaments, meetings and events
- 1.1.4. Promote activities within the Region, and beyond, that may be of interest to members and volunteers within the County.
- 1.1.5. Enable communication with the County and Committee via online channels

1.2 The County Webmaster is responsible for the implementation of the policy.

2. Definitions

AGB - Archery GB, the governing body

NCAS - Northern Counties Archery Society, the region

DNAA - Durham and Northumberland Archery Association, the county

www.dnaa.co.uk, the county website

Facebook, Instagram, examples of social media channels currently used by the county ("Applications")

3. Procedure

3.1. Management of Online Applications

- 3.1.1. The Webmaster shall serve as the primary administrator for all DNAA public-facing web and social media platforms. For the purposes of operational continuity and compliance with governance and data protection obligations, the Executive Committee shall appoint at least one additional Executive Officer to hold equivalent administrative access to such platforms. This provision shall not extend to any private, restricted-access, or otherwise confidential communication environments — whether constituting a discrete platform or a segregated area within a broader platform — that are utilised for Executive Committee or other committee business, confidential deliberations, or sensitive engagement. Control and administration of such environments shall remain vested exclusively in the Executive Committee. Access to these environments may be granted to the Webmaster solely pursuant to a formal resolution of the Executive Committee, specifying the scope, purpose, and duration of such access. (See Appendix A)
- 3.1.2. The Webmaster shall be responsible for the overall health and maintenance of the County Website, ensuring timely updates to the Content Management System and any plugins in use on the CMS.
- 3.1.3. The Webmaster shall be responsible for the design of the County Website and apply design refreshes periodically but not frequently.
- 3.1.4. The Webmaster shall liaise with the NCAS Webmaster relating to domain-level queries (see section 3.5)
- 3.1.5. The Webmaster shall post content to the County Website and any online social media accounts, notwithstanding the Access Contingency Plan.

3.2. Access Contingency Plan.

- 3.2.1. As it would not be appropriate to disclose detailed access credentials or technical routes in a public-facing policy, the Executive Committee shall designate, in addition to the Webmaster, at least one other Executive Officer to hold and maintain secure administrative access to all relevant accounts and systems. Such designation shall be recorded in the Committee's confidential access register and reviewed at least annually. In the event that the Webmaster becomes unavailable or incapacitated for a significant period, the authorised officer shall assume administrative responsibilities as necessary to ensure continuity of service. The selection, authorisation, and removal of such officers shall be a matter for the Executive Committee and shall not be delegated to any individual role holder.
- 3.2.2. The identity of any officer authorised under clause 3.2.1 to hold administrative access in addition to the Webmaster shall be formally recorded in the

Executive Committee's confidential access register. Such record shall be maintained by the Secretary or other officer designated by the Executive Committee and shall be reviewed at least annually, or sooner if there is a change in authorised personnel. Disclosure of such identities in public-facing documents is not required and shall be avoided where it may compromise security.

3.3 Management of Online Content

3.3.1 The Webmaster shall be responsible for ensuring all content shared online via the County Website and the County Social Media accounts is consistent with the following principles:

3.3.1.1 Focused to delivering the aims of 1.1

3.3.1.2 Appropriate to the audience and aligned to County, Region and AGB values

3.3.1.3 Does not contain inappropriate advertising for businesses, sponsors or fundraising without Committee permission. Those seeking such permission should contact the County Secretary: secretary@dnaa.co.uk

3.3.1.4 Maintained / updated as promptly as possible eg relating to role holder details and contacts, events calendar etc.

3.3.2 Engagement with social media posts is positively encouraged, however the Webmaster shall be responsible for removing any comments that are Spam or are inconsistent with County, Region or AGB values or in contravention of the Application's own rules

3.3.3 The appropriate channels for Clubs and individuals to request sharing their content are:

3.3.3.1 By email events@dnaa.co.uk or contact@dnaa.co.uk

3.3.3.2 Facebook messenger via the County Facebook page

3.4 Website Domain and Hosting

3.4.1 The Registration of the Domain dnaa.co.uk will be the responsibility of the Webmaster and shall be transferred in the event of a handover to a new Webmaster.

3.4.2 The Webmaster will liaise with the NCAS Webmaster on all other matters relating to the Web-Hosting Service as this service is provided under the NCAS domain, with @dnaa.co.uk as a sub-domain of ncas.co.uk.

3.4.3 In relation to billing for web hosting services, an annual invoice is paid by NCAS.

3.5 Official DNAA Email Accounts

- 3.5.1 The Webmaster shall liaise with the NCAS Webmaster relating to the provision of official @dnaa.co.uk domain email addresses.
- 3.5.2 Officers of the Committee shall use the @dnaa.co.uk domain email address provided to them for communications in their roles, to support fluid continuity of communications and access to communications when roles are handed over.
- 3.5.3 Any issues relating to official @dnaa.co.uk domain emails to be reported to the Webmaster.

3.6 DNAA Logos

- 3.6.1 DNAA Affiliated Clubs are permitted to use DNAA logos when promoting their own events online provided that:
 - 3.6.1.1 The aspect ratio of logos is maintained and distortion avoided
 - 3.6.1.2 The colour palette remains as designed without alteration
- 3.6.2 Use of the DNAA logo for other purposes outside of online use, e.g. clothing requires DNAA Committee permission. Those seeking such permission should contact the County Secretary: secretary@dnaa.co.uk

4. References

This policy was developed with reference to the County Constitution,

5. Document History

Drafted on 2/05/2025

Approved on 19/05/2025

Appendix A

Defining Public-Facing Platforms

- Website (all public pages)
- Facebook pages and public groups
- Twitter/X account
- Instagram business profile
- LinkedIn company page
- YouTube channel

These are platforms any member of the public (or any registered user) can view, comment on, or share without special approval. The Webmaster holds full admin rights here, alongside at least one other Executive Officer.

Defining Private/Restricted Environments

- WhatsApp groups for internal coordination
- Discord servers or specific “executive” and “safeguarding” channels
- Slack or Microsoft Teams spaces marked confidential
- Any sub-areas behind additional access controls

By default, the Webmaster is excluded from admin access in these spaces. Only Executive Committee roles (or those specifically appointed by an Exec resolution) can manage or view them.