

Social Media Policy

This policy has been developed to inform our club members about using social media (Facebook, YouTube, Twitter, Tik Tok, Instagram and all other social networking sites and forums) so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimizing potential risks and protecting those involved.

Managing online presence



Our online presence through our club website or club social media platforms will adhere to the following guidelines:

- All social media accounts will be password-protected, and at least 2 members of the club will have access to each account and password
- The account will be monitored by at least two designated members of staff and our club welfare officer in order to provide transparency.
- Designated members of staff will remove inappropriate comments or interactions from club members, explaining why, and informing anyone who may be affected (as well as the parents of any children involved)
- Clubs should decline requests from children under 13 to join the club's social media accounts (under 16s for whatsapp)
- We'll make sure all club members are aware of who manages our social media accounts and who to contact if they have any concerns about something that's happened online
- Identifying details such as a club members home address, school name or telephone number shouldn't be posted on social media platforms
- Any posts or correspondence will be consistent with our aims and tone as a club
- Parents will be asked to give their approval for us to communicate with their children through social media, via video conferencing platforms or by any other means of communication
- Permission for photographs or videos should be given as part of initial terms and conditions before posting on social media.

Online behaviors of club members or parents:



The code of conduct states the expected behavioral standards, this is inclusive of behavior on social media. Here is some specific dos and don'ts to consider before posting on social media:

- Pause and think about what you are saying and the impact it might have
- Be careful, respectful and positive. You are personally responsible for what you post. If in doubt, don't post it.
- Think about yours and the club's image – 'what do I want people to think about me or my club?'
- Respect confidentiality within the team e.g. tactics, squad information, announcements, coaching advice, training sessions.
- Remember many different audiences will see your posts including Club members, potential members, children, member's relatives, and friends.

- Be smart about protecting yourself, your privacy, and confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully and your privacy settings.
- Don't post content that discriminates against individuals or groups on the basis of age, disability, gender reassignment, marriage & civil partnership, pregnancy & maternity, race, religion or belief, sex, sexual orientation.
- Don't speak negatively about other club members, competitors, officials or governing bodies. Never use slurs, personal insults or obscenity. Be professional and respectful.
- Be in the right state of mind when you make a post. Don't post when you're angry, upset, or your judgment is impaired in any way. Be very careful what you say, do and post because once it's on a social media channel, it can go viral very quickly.

- Don't engage in on-line disputes regarding the club or the sport and don't allow family or friends to argue on your behalf.



What we expect from our club staff members and coaches:



Staff members and coaches should also respect the social media policy, here are a few guidelines that should be adhered to:

- Staff and coaches should be aware of this policy and behave in accordance with it
- Staff and coaches should seek the advice of the designated welfare officer if they have any concerns about the use of the internet or social media
- Staff and coaches should communicate any messages they wish to send out to children to the designated staff responsible for the organisation's online presence
- Staff and coaches should not communicate with children via personal accounts
- Staff and coaches should not 'friend' or 'follow' children from personal accounts on social media and maintain the same professional boundaries online as they would in person when using club accounts
- Staff and coaches should make sure any content posted on public personal accounts is accurate and appropriate as club members may 'follow' them on social media
- Emails or messages should maintain the clubs tone and be written in a professional manner.
- Staff and coaches should not delete any messages or communications sent to or from club accounts
- Any concerns reported through social media should be dealt with in the same way as a face-to-face disclosure, according to our safeguarding procedure

Policy breach



Club members who breach this policy (and other related policies) will face a warning in the first instance, persistent breaches will be dealt with through the clubs grievance and disciplinary policy.

Any breaches of a safeguarding nature will be addressed through the clubs safeguarding policy and procedure and where appropriate will be reported to the BJA.

Whilst the club will try to moderate social media posts, if you do have any concerns or would like to make a complaint please contact the club welfare officer.

