ONLINE SAFETY AND SOCIAL MEDIA POLICY

This policy has been developed to inform our Club members about using social media (*Facebook, YouTube, Twitter, 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 minimising potential risks and protecting those involved.

Managing online presence

Our online presence through our website or 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.
- All social media accounts will be monitored by at least two designated volunteers in order to provide transparency. The designated volunteers will have been appointed by the Committee.
- The designated volunteers managing our online presence will seek advice from the Club Welfare Officer on safeguarding requirements.
- Designated volunteers will remove inappropriate posts by Club members, explaining why, and informing anyone who may be affected.
- As we do not have members who are under the age of 18, we do not anticipate that our social media accounts will have junior followers. The Club should in any event decline requests from individuals under 18 to join the Club's social media groups.
- No persons under 18 should be permitted to join any of the Club's WhatsApp groups.
- We will 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 has happened online.
- Our Club Facebook group and event settings will be set to 'private' so that only invited members can see their content. This will be the primary method of communication on Facebook.
- Members should be aware that our Facebook page, Instagram and Twitter accounts are publically available for viewing. These accounts are mainly used for official/publicity purpose and members should not use these platforms for intra-club communications.
- Identifying details such as a Club member's home address or telephone number should not be posted on social media platforms (public or private).

- Any posts or correspondence will be consistent with our aims and tone as a Club. Please also see our Anti-Bullying and Harassment Policy.
- Permission for photographs or videos should be given before posting on social media.
- Video conferencing sessions will be password protected in order to maintain privacy.

Online behaviours

The Codes of Conduct and Anti-Bullying and Harassment Policy states the expected behavioural standards, which also apply to behaviour on social media. Here are some specific do's and don'ts to consider before posting on social media:

- Pause and think about what you are saying and the impact it may have.

- Be careful, respectful, and positive. You are personally responsible for what you post. If in doubt, don't post it.

- Think about your 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.

- Do not post content that is unkind or discriminates against individuals or groups based on age, disability, gender reassignment, marriage & civil partnership, pregnancy & maternity, race, religion or belief, sex, sexual orientation.

- Do not write anything on social media channels that you wouldn't feel comfortable seeing attributed to you in a newspaper, on TV, or going viral. A good question to ask is 'would I say this to my mum/dad/grandparent'.

- Do not 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. Do not post in the heat of the moment when you are angry, upset, drunk, or your judgement is impaired in any way. Be very careful what you say, do, and post because once it is on a social media channel, it can go viral very quickly.

- Do not engage in on-line disputes and do not allow family or friends to argue on your behalf.

What we expect from our Club volunteers

- Volunteers should be aware of this policy and behave in accordance with it.

- Volunteers should seek the advice of the designated Welfare Officer or a member of the Committee (as relevant) if they have any concerns about the use of the internet or social media.

- As we are an adult only Club, volunteers should have strictly no communication or engagement with children in respect of the Club or Club activities.

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- Volunteers should make sure any content posted on public personal accounts is accurate and appropriate as Club members may 'follow' them on social media.

- The Club aims to give all members a full opportunity to access Club communications and expects any member acting on the Club's behalf to act accordingly. Any Volunteer posting on Facebook is therefore advised not to block any Club member, because this will impact on the Club member's ability to view official posts. If a Volunteer has any concern in this respect, they are advised to discuss the matter with a member of the Committee.

- Emails or messages should maintain the Club's tone and be written in a professional manner, e.g. in the same way you would communicate in a professional setting, avoiding kisses (X's) or using slang or inappropriate language.

- Volunteers should not delete any messages or communications sent to or from Club accounts.

- Volunteers should undertake all online safety training offered and gain a basic knowledge of the platforms and how to report or remove inappropriate content online.

- Any concerns reported through social media should be dealt with in the same way as a face-to-face disclosure, according to our disciplinary and safeguarding procedures.

What we expect of Club members

- Members should be aware of this Online Safety and Social Media Policy and the behaviours set out.

- We expect members behaviour online to be consistent with the guidelines set out in the Codes of Conduct and the Anti-Bullying and Harassment Policy

- Members should take the necessary steps to protect themselves online.

Policy breach

Club members who breach this policy (and other related policies) will usually receive an informal warning in the first instance. Serious or persistent breaches will be dealt with through the Club's displinary policy.

The Welfare Officer will address any breaches of a safeguarding nature in accordance with the Club's safeguarding policy and procedure and where appropriate such matters will be reported to UK Athletics.

Whilst the Club will try to moderate social media posts, if members become aware of any behaviour which is in breach of this policy, it should be reported to the Communications Officer, another member of the Committee, or the Welfare Officer, as appropriate.

Related policies and procedures

- Adult Safeguarding Policy
- Codes of Conduct
- Disciplinary Policy
- Inclusion Policy
- Anti-bullying and Harassment Policy
- Privacy Notice

Useful contacts

- Club Welfare Officer – mailto:welfare@bournvilleharriers.org.uk
- Club Communications Secretary – http://bournvilleharriers.org.uk/contact-us-communications
- UK Athletics 07920 532552/ mailto:safeguarding@uka.org.uk
- England Athletics mailto:welfare@englandathletics.org