

# Cannock & Stafford AC

## Online safety and social media policy

### Managing online presence

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

- Designated volunteers will remove inappropriate posts by club members, explaining why, and informing anyone who may be affected (as well as the parents of any children involved)
- The designated volunteers managing our online presence will seek advice from our designated welfare officer to advise on safeguarding requirements
- Requests from children under 13 to join the club's social media accounts will be declined
- Any club member who has any concerns about something on the club's social media should contact the Club's Welfare Officer
- Our Facebook account will be set to 'private' so that only invited members can see its content
- Other than where permission has been granted, 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 before posting on social media
- Video conferencing sessions will be password protected in order to maintain children's privacy and prevent exposure to inappropriate or harmful content by third parties

### Online behaviours

The code of conducts state the expected behavioural standards, this includes behaviour on social media. Here is some specific does 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 your image – 'what do I want people to think about me or my club?'
- Consider who you are interacting with - you will likely come into contact online with under 18s. Familiarise yourself with safeguarding regulations in relation to engaging with under 18s.

- 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 write anything on social media channels that you wouldn't feel comfortable seeing in a newspaper or hearing on TV. Everything you write is treated as a direct quote so:- 'Don't write what you wouldn't say to your mom/gran' and think 'Would I say this face to face with someone?'
- 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 judgement 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 and don't 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 if they have any concerns about the use of the internet or social media
- Volunteers should communicate any messages they wish to send out to children who are club members to the designated staff responsible for the club's online presence
- Volunteers should not communicate with children who are club members via personal accounts
- Coaches who have whatsapp groups primarily for the use of their training groups should manage them to be consistent with the Online behaviours listed in this policy and guidelines given in the Club's codes of conduct and anti bullying policy
- Volunteers should not 'friend' or 'follow' children who are club members from personal accounts on social media and maintain the same professional boundaries online as they would in person when using club accounts
- Volunteers 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 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
- Where offered, volunteers should undertake online safety training to 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 safeguarding procedure
- At least one parent must be present during the delivery of any activities via video conferencing platforms at home

- Any delivery of activities to children via video conferencing platforms will be supported by an additional member of staff (even if they're not actively delivering) to ensure transparency

### **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 code of conducts and anti bullying policy
- Members should take the necessary steps to protect themselves online. Children follow the age restrictions set out by social media companies

### **What we expect of parents and carers**

- Parents should be aware of this online safety policy and agree to its terms
- Parents should protect all children's privacy online and think carefully about what content they share about our sport online, where they share it and who they're sharing it with
- We expect behaviour online to be consistent with the guidelines set out in the code of conduct for parents and carers

### **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 UK Athletics.

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 or club social media officer.

### **Related policies and procedures**

- Club Constitution
- Child Safeguarding Policy
- Adult Safeguarding Policy
- Codes of Conduct
- Club Grievance and Disciplinary Policy
- Club Inclusion Policy
- Club Anti Bullying Policy

### **Useful contact**

- Club Welfare Officer – See website for details
- UKA 07920 532552/ [safeguarding@uka.org.uk](mailto:safeguarding@uka.org.uk)
- EA [welfare@englandathletics.org](mailto:welfare@englandathletics.org)
- NSPCC Helpline 0808 800 5000
- Childline 0800 1111 / [www.childline.org.uk](http://www.childline.org.uk)
- The UK Safer Internet Centre <https://saferinternet.org.uk/>
- Anti-Bullying Alliance [www.antibullyingalliance.org](http://www.antibullyingalliance.org)