

# Social Media Guidance

Kirkby Milers AC reserves the right to add to or amend the terms of this policy at any time without notice; therefore the latest version of this document should always be reviewed for the most up to date terms, as its rules will supersede any previous versions.

If any club members or parents of young athletes have concerns regarding conduct on Kirkby Milers AC Social Media channels or by club members as outlined in this document they should contact the Club Welfare Officers (details enclosed in Code of Conduct).

The Welfare officer, working with other officers in the club will then ascertain what action is appropriate. Depending on what actions are deemed necessary the club may:

- notify the Club Administrator of the relevant social media / online channel to
  - remove comments or posts
  - and / or ban users from club social media / online channels
- Report individual users to the appropriate social media provider (such as Facebook/Twitter), following the reporting procedures of these organisations/ companies
- Initiate club disciplinary procedures
- Report misconduct to other external bodies if this is deemed necessary. These bodies may then take their own action as they deem appropriate

## Purpose of the Guidance

The purpose of this guidance is to provide guidelines on the proper use of social media communications. 'Social media' in the context of these guidelines refers to a number of online platforms:

- Blogs (written, video, podcasts)
- Micro-blogging websites e.g. Twitter
- Social networks e.g. Facebook, foursquare, LinkedIn, MySpace, Bebo
- Forums/message boards
- Content-sharing (photos, videos, audio) e.g. Instagram, YouTube, Flickr, Flotrack ● Any other website where user comments are an available feature

## Scope

This guidance applies to all club members including athletes, coaches, officials and volunteers

## Online Conduct and Codes of Conduct

Individuals involved in the sport in a number of roles are required to conduct themselves in accordance with the relevant codes of conducts. Roles which have a specific code of conduct include:

- Athletes
- Coaches
- Team managers
- Parents
- Officials

## Personal Conduct

Kirkby Milers AC respects all our member's right to a private life. However, the Club must also ensure that confidentiality and its reputation are protected at all times.

Those who hold positions of responsibility in the club should not make comment on controversial issues with which they have a connection in their role at the club as it may be taken as a statement indicating the position of Kirkby Milers AC.

Any communications that club members make in a personal capacity through social media must not:

- bring the club into disrepute, for example, by:
  - making defamatory comments about individuals or other organisations or groups;
  - posting images that are inappropriate or links to inappropriate content;
  - being seen to support (for example by 'liking' on Facebook or retweeting on Twitter) a comment or post that would fall into any of the above categories (note: a comment may be retweeted purely to make people aware of it but this may be misconstrued as showing support for the statement retweeted).
- breach confidentiality, for example by:
  - giving away information about an individual (such as a fellow volunteer or athlete) or organisation
  - revealing information held by the club where there would be reasonable expectation of confidentiality;
- breach copyright, for example by:
  - using someone else's images or written content without permission; or failing to give acknowledgement where permission has been given to reproduce something;
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:

- making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
- using social media to bully another individual; or
- posting images that are discriminatory or offensive.

No comment should ever be made about an individual or subject that:

- exposes someone to hatred, ridicule or contempt
- causes them to be shunned or avoided
- lowers them in the estimation of 'right thinking' members of society
- disparages them in their office, profession or trade.

Social media can be used in a positive way, for example, to make people aware of events, activities or work that you are involved in within the sport and to make positive statements about the successes and activities of athletes, coaches, clubs, volunteers and officials.

You may be able to use Social Media to raise awareness of work done by organisations you are involved in or to answer queries people make have about the availability of support, information or services.

Kirkby Milers AC recognises that Social Media can be a useful tool for coaches, athletes and officials to share information.

The primary source of such communication are the Club's Social Media Accounts at Facebook, Twitter and Instagram.

Please also see the Guidelines given by England Athletics at [www.englandathletics.org/socialmedia](http://www.englandathletics.org/socialmedia) which includes advice and information that should be considered for your own security, wellbeing and peace of mind when using Social Media.

### **Contact with Under 18s**

We recommend against adults using personal (as opposed to public) messaging functionality available on Social Media channels to communicate with under 18s.

We would recommend adults also consider carefully any communication made on public functionality, such as Facebook Pages, where this is likely to be seen by Under 18s and that adults should act in an appropriate way on these Social Media resources too.

Information on club activities including details associated with competitions, training and social events will be communicated on the recognised club online presence including our website and Social Media pages.

### **Security and Identify Theft**

People should be aware that social networking websites are a public forum, particularly if you are part of a "network". You should not assume that your entries on any website will remain private. Most online communities have their own rules and guidelines, which you should always follow.

## Reporting Concerns & Disciplinary Action

Members should note that any breaches of this guidance may lead to disciplinary action.

Serious breaches of this guidance, for example incidents of bullying of other club members, inappropriate usage or social media activity causing serious damage to the club, may lead to club membership being terminated.

Note also codes of conduct for roles including coaches, athletes, officials, parents and team managers are published by UKA. Breach of these codes of conducts, including in the use of social media, may also result in disciplinary proceedings by UKA and/ or England Athletics.

As a user of a social networking site, you may at some time have a concern about what you are seeing or being told about by another user. Concerns may range from negative or abusive comments, and cyber bullying to suspected grooming. If you have any such concerns you should contact your Club's Welfare officer in the first instance for guidance.

If any club members or parents of young athletes have concerns regarding conduct on Kirkby Milers AC Social Media channels or by club members as outlined in this document they should contact a Club Welfare Officer.

For matters relating to inappropriate contact with Under 18's, in line with procedures in the sport, these should be reported to the Lead Safeguarding Officer for the sport of athletics:

Lead Safeguarding Officer - David Brown CBE [dbrown@uka.org.uk](mailto:dbrown@uka.org.uk) or 07841 504 300.

For matters relating to bullying and club member conduct, in line with procedures should be reported to the Lead Welfare Officer for England Athletics:

Lead Welfare Officer - Jane Fylan [jfylan@uka.org.uk](mailto:jfylan@uka.org.uk) 07803 671 975.

If you believe that you have witnessed possible criminal activity please report this activity to the police.

## Personal Websites and Web Blogs

Members should be aware that in writing a web blog, it is at entirely at their own risk and should not contravene their responsibilities detailed in this policy. If members choose to write about their role within Kirkby Milers AC, or discuss athletes, coaches or volunteers, they should first seek consent from the club and the individuals concerned, they should also state on the site that the views they express are theirs only and do not necessarily reflect the views of the Club.

Individuals should also take care to ensure that information contained on web blogs does not breach confidentiality especially those holding roles such as coaches and team managers.