



BUNGAY BLACK DOG RUNNING CLUB

England Athletics 2657740
SCAA affiliated

BBDRC Guidance for Use of Social Media and Communications

Background

In 2013, the Main Committee voted in favour of the free use of all forms of communication (social media, text, email etc.) between Club Officials and those club members under the age of 18, subject to the discretion of individual BBDRC Club Officials.

This document has now been reviewed to take into account the England Athletics Guide to Social Media.

This Guidance supersedes any previous Policy and comes into effect forthwith.

Purpose

The purpose of this document 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
- E-mail communication between club members relating to BBDRC

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
- Parents
- Officials

The behaviours covered in these codes of conducts include online behaviour, such as when using social media

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BBDRC Safeguards

To support the correct and proper use of social media and communication, BBDRC has the following safeguards in place:

- DBS checks for all coaches,
- Appointed Club Welfare Officers
- BBDRC Constitution,
- BBDRC Codes of Conduct,
- BBDRC Mission Statement,
- BBDRC Guidelines for Club Officials,
- BBDRC Disciplinary Procedure.

In addition, regular reviews and observations of “communications healthiness” take place and any instances of improper communications are challenged and addressed immediately.

Good Practice Points

Whilst BBDRC has well balanced and motivated officials and club members, it is well aware of the club's obligations in supporting the correct and proper use of social media and communication within the club environment.

- The following “Good Practice Points” are therefore recommended to all club members in order to avoid safeguarding issues to occur or any accusations of improper conduct:
- Legally, those under the age of 13 years cannot subscribe to a personal social media site and any contact with these athletes must be via the parent/carer's website/email address,
- Written consent must be obtained from the parent/carer for their junior(s) aged 13-16 years to be contacted by BBDRC via social media,
- Nothing should be said that is or might be deemed/perceived to be offensive, nasty, derogatory or pornographic in nature bring the sport, club or other organisations 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).
- Take particular care in posting photos. There may be permission and/or copyright issues,

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- Remember that the parents/carers of our junior members have to provide written consent (on membership form) for photographs to be used for publicity etc. If in doubt, please consult one of the junior coaches.
- Avoid contact with juniors on a one to one basis, particularly via chat facilities or instant messaging. This could be deemed as going into a private room with a young person and closing the door,
- Remember that no communication online can be completely secure and it is therefore best to assume that any information posted to a social networking site could become public, even if posted in a closed community. Never discuss material of a confidential or sensitive nature online,
- Pay particular attention in considering how any digital communication might appear to a third party. Compared with a conversation in the real world, technology increases the potential for messages to be seen out of context, misinterpreted or forwarded to others.
- Pay particular attention with email conversations where multiple persons are involved as email recipients. It may be improper and/or inappropriate to continue to include them all in some ensuing email conversation threads.

Any communications made through social media should not:

- breach confidentiality, for example by: - giving away information about an individual (such as an athlete, club member or fellow volunteer) or organisation that is confidential - revealing information held by a club, individual or organisation in the sport 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

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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.

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

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 your Club Social Media channels or by club members as outlined in this document they should contact their Club

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

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