



Online safety and social media policy

This policy has been developed to inform our club members about using social media (*Facebook, Instagram, Whatsapp 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.

Our Social Media Platforms - Summary

See addendum at the foot of this document for a detailed description of how to use these sites.

Facebook Halifax Harriers - this is the home for official race reports and official club announcements.

Facebook Halifax Harriers Hub – this is our community space where individual members can initiate more informal discussions and post extensive race photos

Instagram Halifax Harriers– as the Facebook Official Site. Content is shared between these sites

NOTE: All the above platforms are PUBLIC FACING

Whatsapp – these individual groups are private and by invitation only

Other non-approved platforms such as TikTok, YouTube etc. should not be used for formal club business.

Managing our 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
- The accounts will be monitored by at least two designated volunteers in order to provide transparency, who will have been appointed by the organisations committee



- The designated volunteers managing our online presence will seek advice from our designated welfare officer to advise on safeguarding requirements
- 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 club should decline requests from children under 16 years old to join the club's social media accounts, including 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's happened online
- Any social media post must be athletics related only
- Identifying details such as a club members home address, school name or telephone number should not be posted on social media platforms
- Photographs involving children must be of club members only and only in a club training or competitive environment. These must have parental approval and all children must be appropriately dressed i.e. no topless images.
- Posts about children must relate only to club members and include only basic factual information. For example, use terms such as absent or unavailable rather than injured, and do not discuss why a child was absent or the nature of any injury.
- 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 codes of conduct state the expected behavioural standards, this includes behaviour on social media. Here are some specific do's and don't's 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 particularly mindful that other clubs will see your post and the image the post may have on the club, especially when appealing for help.
- 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 i.e. 'Don't post what you wouldn't say to your mum/gran' or 'Think before you post' or 'Would I say this face to face with someone?'
- Don't speak negatively about other clubs or their 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.

Advertising

- There will be no public or private advertising permitted on our social media sites. This includes the promotion of personal businesses regardless of any association to athletics.

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 to the designated staff responsible for the organisation's online presence
- Volunteers should not communicate with children via personal accounts



- Volunteers 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
- Volunteers should make sure any content posted on public personal accounts is accurate and appropriate as club members may 'follow' them on social media
- Rather than communicating with parents through personal social media accounts, volunteers should choose a more formal means of communication, such as face-to-face, in an email or in writing, or use a club account or website
- Emails or messages should maintain the clubs 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 from time to time 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 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
- Club members must not engage in 'sexting' or send pictures to anyone that are obscene

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 statement
- 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 club's grievance and disciplinary policy. See <https://www.halifaxharriers.co.uk/about-us/club-policies/>

Any breaches of a safeguarding nature will be addressed through the club's 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 Statement (inc Cyber bullying)

Useful contacts

- Halifax Harriers Welfare Officers
 - David Ingle
davingle@doctors.org.uk
 - Deb Greenwood
debmgreenwood@gmail.com
- UKA 07920 532552/ safeguarding@uka.org.uk
- EA welfare@englandathletics.org
- NSPCC Helpline 0808 800 5000
- Childline 0800 1111 / www.childline.org.uk
- The UK Safer Internet Centre <https://saferinternet.org.uk/>
- Anti-Bullying Alliance www.antibullyingalliance.org



Addendum

Facebook – Halifax Harriers and Instagram – Halifax Harriers

This is the home for official race reports and official club announcements. Content here automatically also posts to the Halifax Harriers Instagram. If you have a race report, please submit it to our Social Media Manager, via the socials inbox. They will transform it into a post with curated images. By their nature, the Facebook Page and our Instagram can only handle a limited number of photos/videos per post (10) ... so the social media manager will curate them and present the reports in her customary brilliant style. If you would like something to go out as an official club notice... for instance news of the passing of a club member (past or present), news of a notable achievement or club milestone... Halifax Harriers Official is the place for that as well. You can of course respond in the usual ways to posts on these Official channels.

Facebook – Halifax Harriers Hub

The Halifax Harriers Facebook Group is our community space and will be re-named Halifax Harriers Hub. Like a clubhouse, this is where individual members can initiate more informal discussion, and ask things like “Has anyone picked up my Lederhosen? ... I was a bit tipsy at the Bierkeller and they must have fallen off” or “What is the best spike length for Cross Country”? or “Is a buff a hat”? It’s also the place to post links, interesting media finds, queries about historic Harriers people and races etc. And it’s where to post extensive photo/video coverage of races and events so if you have 70 images and 10 videos from the Halifax 10k, or the CWR send a limited selection to the social media manager for the Official Page, and then put the rest in the Community Hub as a supplement to our official race report coverage, as there is no limit to the media attached to a post. This is also the space for external posters ... Woodentops photos, appeals for help from other clubs, encouragement from our sponsors, prospective members with questions etc. In a nutshell, unofficial chat and media belongs in the Hub.

Whatsapp

These are individual groups intended to help specific groups to communicate between each other. Examples are the Tuesday and Thursday running groups that have up to 5 separate groups. These groups must adhere to all aspects of this policy document.