



## **Social Media Policy**

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## **1. Introduction**

- 1.1. The internet provides a range of social media tools that allow users to interact with one another, for example from rediscovering friends on social networking sites such as Face book to keeping up with other people's lives on Twitter etc
- 1.2. While recognising the benefits of these media for new opportunities for communication, this code of practice sets out the principles that WKGB Ltd members are expected to follow when using social media.
- 1.3. The principles set out in this policy are intended to ensure that all WKGB members use Social Media responsibly so that confidentiality of members and the reputation of the WKGB Ltd is safeguarded.
- 1.4. Only WKGB Ltd employee's Directors and Officers may use social networking sites to relate to and conduct WKGB business.
- 1.5. Individual members of the WKGB Ltd are not permitted to present personal opinions in ways that imply endorsement by the WKGB.

Any personal statements including opinions or views on any issue should be accompanied by a personal disclaimer or explicit statement that the individual is speaking for themselves and not on behalf of the WKGB.

## **2. Scope**

- 2.1. This policy applies to all WKGB Ltd members
- 2.2. This policy covers personal use of social media as well as the use of social media for official WKGB purposes, including sites hosted and maintained on behalf of the WKGB.
- 2.3. This policy applies to personal web space such as social networking sites (for example Face book, MySpace), blogs, micro blogs such as Twitter, chat rooms, forums, podcasts, Open access online encyclopaedias such as Wikipedia, social bookmarking sites such as delicious and content sharing sites such as flicker and YouTube.

The internet is a fast moving technology and it is impossible to cover all circumstances or emerging media. The principles set out in this policy must be followed irrespective of the medium used.

## **3. Legal Framework**

- 3.1. WKGB is committed to ensuring that all staff members provide confidential services that meets the highest standards. All individuals working on behalf of the WKGB are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work.

Disclosure of confidential information on social media is likely to be a breach of a number of laws and professional codes of conduct, including:

- a. The Human Rights Act 1998
- b. Common law duty of confidentiality, and
- c. The Data Protection Act 1998.

3.2. Confidential information includes, but is not limited to:

- a. Person-identifiable information, e.g. student records protected by the Data Protection Act 1998
- b. Information divulged in the expectation of confidentiality
- c. WKGB records containing organisationally or publicly sensitive information
- d. WKGB members should also be aware that other laws relating to libel, defamation, harassment etc may apply to information posted on social media, which may include:
  - i) Libel Act 1843
  - ii) Defamation Acts 1952 and 1996
  - iii) Protection from Harassment Act 1997
  - iv) Criminal Justice and Public Order Act 1994
  - v) Malicious Communications Act 1998
  - vi) Communications Act 2003,

#### **4. Principles - be Professional, Responsible and Respectful**

- 4.1. WKGB members must not engage in activities involving social media which might bring the WKGB into disrepute.
- 4.2. WKGB members must not represent their personal views as being those of WKGB on any social medium.
- 4.3 WKGB members must not use social media and/or the internet in any way to attack, insult, and abuse or defame the WKGB its members, their family members, or colleagues.

#### **5. Breaches of the Policy**

- 5.1. Any breach of this policy may lead to disciplinary action being taken against the Members involved in line with the WKGB Ltd Disciplinary Policy and Procedures.

#### **6. Risks**

Many social networking sites collect profile information for advertising SPAM targeted at Individuals with particular affiliation interests. Use of these sites may increase SPAM to your email account.

## 7. Investigations

In response to concerns or complaints or information provided by individuals the WKGB may look up profiles on social networking sites and may use the information for informal or formal proceedings against an individual or groups

## 8. Tips

- **Be smart about what you write online**  
If you want to write negative comments make sure that they are justified or within reason
- **Funny , joke or round robin emails**  
Only circulate them to your address book
- **Think carefully about who you allow to become your friend**  
Once you accept someone as your friend they will be able to access any information about you that you have marked as viewable by your friends.
- **Show Limited friends a cut down version of your profile**  
You can choose to make people “limited Friends” who only have limited access to a cut down version of your profile
- **Think before you post**  
Does the world really want to know what you had for breakfast or what you thought about anyone?

**Think before you Click**

# Acceptable use statement for internet and social media use

WKKGB understand the importance of online communication for children and young people's development. However, we recognise that relevant safeguards need to be put in place to ensure children and young people remain safe while online or using social media.

We ask that all parents\* spend a few minutes to read through and discuss this statement with their child and then sign and return this form to the ..... (*Insert name of sports coach or club welfare officer*) at ..... (*Insert name of club or organisation*).

- I will be responsible for my behaviour when using the internet and social media at the sports club, including the content I access and how I conduct myself.
- I will not deliberately create, browse or access material that could be considered offensive or illegal. If I accidentally come across any such material, I will report this to a member of staff.
- I will not use social media or the internet to send anyone material that could be considered threatening, offensive, upsetting, bullying or that is illegal.
- I understand that I should only use the club's (or organisation's) official social media or website communication channels to contact them and should not seek out individual members of staff or coaches.
- I understand that all my use of internet and social media is potentially visible to everyone and that any issues involving my behaviour online may be addressed by my coach or other staff members at the club.
- I will not give out any of my personal information (such as name, age, address or telephone number online), or that of anyone else.
- I will not share my passwords with anyone else.
- I will not arrange to meet someone that I have met online unless accompanied by a member of staff or parent.
- I understand that these rules are designed to keep me safe, and if they are not followed my parents may be contacted.
- I will avoid using my mobile or smartphone during activities as I understand that it will have an impact on my safety and my opportunity to learn and achieve.
- I am aware that if I am experiencing bullying behaviour or abuse online, I can contact ... ..  
... .. (*insert name of designated safeguarding lead*)

- I know I can contact Childline on 0800 11 11 if I have any worries about something I've seen or experienced online.

We have discussed this statement and .....(*Insert child's name*) agrees to support the safe use of the internet and social media at .....(*Insert name of club or organisation*).

Parent's* name:	<i>Insert name</i>
Parents signature:	
Date:	<i>Insert date</i>
Child's name:	<i>Insert name</i>
Child's signature:	
Date:	<i>Insert date</i>

**\* Or guardian.**