Social Networking & Social Media Policy and Guidance 2015

Please note that this document should read and interpreted alongside the CPSU Briefing document: 'Social networking services, social media and sport: Guidelines for safeguarding children and young people'.

http://www.sportandrecreation.org.uk/sites/sportandrecreation.org.uk/files/NSPCC%20-%20Social%20Media%20strategies%20for%20sport.pdf

In addition the following CPSU sample guide highlights key areas of importance when children are the subjects of social media in sport.

https://thecpsu.org.uk/resource-library/2013/cpsu-sample-online-e-safety-policy/

Understanding Social Media:

Interactive social media technology has revolutionised the way that people connect and interact. Facebook, Twitter, Linked In, blogs, instant messaging and photo and video exchange sites (e.g. Instagram) are increasingly popular, and provide an opportunity for Rounders England to communicate and connect with existing and potential customers.

Social media is a dynamic, constantly evolving form of communication that allows people to take part in online communities, generate content and share information with others. Users can now access interactive services across a multitude of services and devices, such as mobile phones, personal digital assistants (PDAs), game consoles and personal computers.

Social media is often referred to as digital media and can be used to reinforce existing relationships and to 'spread the word'.

However the use of social networking sites also introduces a range of potential risks including safeguarding, brand representation, public relations, loss of content control and more. It is important that businesses using social media try to balance the benefits of creativity, spontaneity and immediacy with the potential risks.

This guidance focuses on the use of social networking media and provides a simple checklist to ensure that Rounders England adopts a consistent, responsible and safe approach to this form of marketing and communication.

1. Setting up Your Social Networking Page/Profile

1. Do not use existing, personal profiles to set up corporate communication networks. Instead create a new 'work specific' profile that keeps all of your personal information separate and therefore secure.

2. When you create a profile on a networking site such as Facebook, use your official Rounders England email address rather than a personal email. This will reduce the risk of impostor or fake profiles, and is important in relation to any liability or risk for the individual who sets up the profile on behalf of the organisation. Similarly, ensure that only organisational rather than personal email addresses are made available on or through a profile.

3. Ensure that you have at least three administrators for the page/profile, which include the Marketing and Commercial Officer, Marketing Assistant and at least one Director or Head.

4. Consider the privacy and safety settings available across all aspects of the services – for photos, blog entries and image galleries - and set the appropriate level of privacy. Think about your target audience and who you wish to see the content. Failing to set appropriate privacy levels could result in messages that are defamatory, libelous or obscene appearing on your profile before you have a chance to remove them. This may result in significant personal distress, risk to the reputation of the individual, Rounders England, and require the intervention of the organisation, the service providers and possibly the police.

2. Use of Social Networking Media during Work Time:

1. All Rounders England staff are permitted and encouraged to use social networking to help promote Rounders, whilst at work and outside of work if they wish to do so, in accordance to this policy and guidance document.

2. Use of personal profiles, networks or social media not connected to work, should not take place during normal working hours.

3. Staff must remember that when using the Rounders England profile they are representing the organisation at all times.

4. Any confidential, inflammatory, negative, discriminatory or unnecessary remarks published by a member of staff regarding Rounders England, it's employees, partners or the associations within the sport will be classed as misconduct and subject to Rounders England disciplinary procedures. This includes derogatory suggestions made within photographs or video whereby an employee is clearly identifiable as a Rounders England employee e.g. is wearing uniform, is using equipment and so forth.

5. Rounders England reserves the right to ban an employee from using social networking for work purposes at any time.

6. Any confidential, inflammatory, negative, discriminatory or unnecessary remarks published by a Rounders England member or any player associated with Rounders England, will be seen as acting against the agreed Code of Ethics and could result in membership entitlement being revoked. This includes derogatory suggestions made within photographs or video.

3. Managing Content on Your Network/Page/Profile:

1. Ensure that you have read and are familiar with the CPSU Briefing document 'Social networking services, social media and sport; guidelines for safeguarding children and young people'.

2. When you're promoting your sports web page/profile, do not target children who are likely to be under the minimum requirement age for the social networking service – which is usually 13 years (check this with the service provider).

3. Do not accept 'friend' requests if you are unfamiliar with or are not sure about a request, especially from underage children. You may wish to check a user profile before accepting them.
   Remember**: IF IN DOUBT, DON'T**.

4. Never ask users to divulge any personal details - including home and email addresses, schools or mobile numbers.

5. Think before you post – think about the target audience you are trying to communicate with, avoid sharing personal information, think about how your message could be shared with third parties, safeguarding and so forth.

6. All other Rounders England policies still apply and should be considered when using social networking e.g. images and photography policy, data protection and so forth.

7. Social networking sites are active 24 hours per day, 7 days per week and publish comments in real time. Where you are able to control the content you publish, the content posted by the general public is out of your control. You therefore need to monitor any comments that are in some way linked to you or Rounders England, by regularly checking your page/profile. If you are unable to do this e.g. are on annual leave, ensure that a colleague has access and is able to do it for you.

8. If content has been published that you are unsatisfied with you have a few options:

   - Reply to the posting and try to deal with the situation. This may involve agreeing a statement with your manager and/or asking the

person to contact you through non-public means e.g. email, phone call, face to face. DO NOT get into negative dialogue on a public platform.

- Ask the Rounders England administrator if they are able to remove the content.
- Talk to the Club Welfare Officer and/or the Rounders England Lead Safeguarding Officer for advice.
- Report the content to the organisation responsible for the social networking platform (the service provider) and ask them to act accordingly.

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