**Social Networking & Social Media Policy and Guidance**

**(Abridged version)**

**Please note that this document should be used alongside the CPSU Briefing document:** [**‘Sample online safety and social media policy’**](https://thecpsu.org.uk/resource-library/policies/sample-online-safety-policy/)

**In addition, the following** [**CPSU sample guide**](https://thecpsu.org.uk/help-advice/topics/online-safety/) **highlights key areas of importance when children are the subjects of social media in sport.**

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 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.

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

1. Ensure that you have read and are familiar with the CPSU Briefing document [**‘Sample online safety and social media policy’**](https://thecpsu.org.uk/resource-library/policies/sample-online-safety-policy/)
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.
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.
* Talk to the 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.