

## Social Media Policy

In line with Swim England, LTSC recognises that the use of social networking sites is a rapidly growing phenomenon and is increasingly being used as the communication tool of choice by individuals. While social networking can provide exciting opportunities for helping our club engage with our members and the public, it can also present a number of dangers and negative consequences if not used correctly, such as:

- cyber bullying, through posts which are upsetting to people and often inaccurate.
- causing offence to individuals, or other clubs and organisations
- exposure to inappropriate content, or offensive comments or pictures

The following are the club's recommendations for the safe and responsible use of social media.

### For Club Committee Members

1. If a parent has indicated they do not give permission for their child's images to be used for public purposes, the club will either avoid taking their photo or they will ensure their image is blurred.
2. When using social media to highlight recent events, news or competitions the club will only ever reference children by their first name. No identifying information will be used such as birthdays, schools or addresses.
3. When using photographic images of club members for social media posts the committee will ensure that all images comply with the Wavepower rules – specifically any members under the ages of 18 should be:
  1. Photographed above the waste, or
  2. Be fully dressed.
4. The club's social media platforms will never be used (by the club) to criticise the club, its members, other clubs, Swim England or external organisations. If any public comments fall under this category, they will be removed, and the user may be blocked.

### For Club Representatives

1. Club Representatives are defined as Coaches, Assistant Coaches, Team Managers, Officials or any Volunteer for the Club.
2. Club Representatives should not become social media 'Friends' with any young person who is a Club Member.
3. If a young person, who is a Club Member, requests to become 'friends' on any social platform with any of our Club Representatives you should decline if:

1. You are in a position of responsibility in respect for that child.
2. You are in a position of trust and responsibility in your club.
3. Your contact with the child is through a Swim England club and the parent/guardian of the child does not give their consent to such contact.
4. If you are a Club Representative and a Parent of a swimmer, it might be that you have 'friended' or have controlling access to your child's account for safety and supervision reasons. In these circumstances you might have visibility or access to their 'friends' online. In these circumstances you should avoid contact with these young persons through social networking sites and should not accept 'friend' requests from these young persons. If you do have access to your child's social media accounts and you are a Club Representative, it is advised that you make the Welfare Officer aware of the arrangement.

## For Parents and Swimmers

1. If a parent does not wish to have their child's images used on social media, they should highlight this to the club upon joining. If the requirement to remove a child from images arises after joining the club, please contact the club secretary to advise them of the change in circumstances.
2. Parents should show caution and bear in mind the Wavepower policy when posting any social media content. If parents have any concerns about social media posts on the club's social media pages, they should contact the LTSC Welfare Officer.
3. Parents and children should adhere to the club's Code of Conduct policy rules.

## What to do if you have concerns

As a user of a social networking website, whether you are a child or an adult, you may have a concern about what you are seeing or being told by another user. Swim England has drawn up a list of agencies that you can contact, anonymously if you wish, where you can raise such concerns.

- O2 and NSPCC Online Safety website: [o2.co.uk/help/nspcc](https://o2.co.uk/help/nspcc)
- NSPCC Share Aware Resources: [nspcc.org.uk/keeping-children-safe/online-safety](https://nspcc.org.uk/keeping-children-safe/online-safety).
- Childline: [childline.org.uk/get-involved/childlinesocial-media](https://childline.org.uk/get-involved/childlinesocial-media).
- Child Exploitation and Online Protection Command: [ceop.police.uk/safety-centre](https://ceop.police.uk/safety-centre)
- Thinkuknow: [thinkuknow.co.uk](https://thinkuknow.co.uk)
- Our Safety Centre: [oursafetycentre.co.uk](https://oursafetycentre.co.uk)
- NSPCC Child Protection in Sport Unit: [the cpsu.org.uk/help-advice/topics/online-safety](https://the cpsu.org.uk/help-advice/topics/online-safety)
- Internet matters: [internetmatters.org](https://internetmatters.org)
- Childnet International: [childnet.com](https://childnet.com)
- HM Government advice on keeping children safe online:  
[www.gov.uk/government/publications/child-safety-online-a-practical-guide-for-parents-and-carers/child-safety-online-a-practical-guide-for-parents-and-carers-whose-children-are-using-social-media](https://www.gov.uk/government/publications/child-safety-online-a-practical-guide-for-parents-and-carers/child-safety-online-a-practical-guide-for-parents-and-carers-whose-children-are-using-social-media)