

## 43.17.10 SSASC Social Media Guidelines

### Good Practice Guidelines on the use of Social Networking Sites

#### Background

There has been a growing awareness in sport of the increasing communication by adults and young people on the rapidly developing social networking sites and how this media has become a feature of social communication. There are risks associated with these developments, and we have identified several issues that have led to both disciplinary and safeguarding concerns, which stem from the improper or inappropriate use of such sites by its members.

#### Introduction

We recognise that the use of social networking sites such as Facebook and Twitter, for example is a rapidly growing phenomenon and is increasingly being used as a communication tool of choice by young people and more recently by adults. Facebook is the largest such site who's "mission is to give people the power to share and make the world more open and connected", and is reported to have more than five hundred million active users worldwide. A third of the UK population is reported to have a Facebook account.

These sites permit users to chat on line, post pictures, and write 'blogs' etc, through the creation of an on-line profile, that can either be publicly available to all or restricted to an approved circle of electronic friends.

Sites such as You Tube, and Google provide a platform for uploading and viewing video clips, which with the latest cameras and mobile phones becomes ever easier and can be almost instantaneous.

In addition to these sites, Twitter is a social networking and micro blogging service that enables users to send and read other user messages called tweets. Tweets are like online text messages of up to a maximum of 140 characters displayed on the author's profile page. Tweets are publicly visible by default however; the sender can restrict message delivery to their friends list only.

Whilst these technologies provide exciting opportunities, they are accompanied by dangers and negative consequences if abused by users.

The purpose of this guidance is to provide a recommendation of best practice to all SWIM ENGLAND club members and parents on the use of social networking sites as they relate to that individual's role in the SWIM ENGLAND club.

## 43.17.10 SSASC Social Media Guidelines

### **Guidance for coaches, teachers, and other officers in a position of trust and responsibility in respect of children**

Club members in a position of trust and/or responsibility should not be in contact with young people through social networking sites if they hold such a position in respect of that individual young person.

1. Should a young person in the club request to become a named friend on your social networking site or request that you become a named friend on the young person's social networking site you should decline if:
  - a. You are in a position of responsibility in respect of that child.
  - b. You hold a position of trust and responsibility in the club.
  - c. Your contact with the child is through an SWIM ENGLAND club and the parent/guardian of the child does not give their consent to such contact.
2. The social network site should never be used as a medium by which to abuse or criticise members or clubs and to do so may be in breach of the club Rules and Regulations.
3. The publishing of a photograph or video footage on a social networking site is governed by the same requirements as those contained in the club's photography guidelines.

### **Guidance to coaches who have children that swim in the club where they coach.**

The issue has been raised that parents are becoming members of social networking sites that their children sign up to for security reasons to ensure the wellbeing of their own child by being able to view their child's site. This will give the parent access via their child's site to all children listed as friends of their child. It would not be appropriate for the club to prevent a parent who is also a coach in his/her child's club from using this form of protection for their child's online activities.

Therefore, in such cases:

1. The coach can have swimmers in the club on the site they are accessing, providing the club under 18-year-old club members on the site are listed as friends of the coach's child;
2. The coach concerned should not have direct contact with those swimmers through the social networking site;
3. The coach should not accept such swimmers as friends on their home site; and
4. The coach should inform the Club Welfare Officer of this arrangement.

## 43.17.10 SSASC Social Media Guidelines

### **Coaches, teachers and officials who are under 18**

We recognise social networking sites can be a useful tool for teachers, coaches and officials within the club to share information with other teachers, coaches or officials. If, however, the teacher, coach or official is under the age of 16 while they may be a colleague, the requirements of 1 and 2 above must be adhered to.

If the young coach/official is aged 16 or 17 it is the view of the club that to restrict the ability to share professional information with them from other coaches, teachers or officials may be detrimental in their professional development in their role in the club.

Therefore, in such cases, if the parent of a young person in a position of responsibility aged 16/17 and the young person themselves requests to have contact with an adult club officer or coach for the purposes of sharing professional information relevant to their role the club should:

1. Gain written consent of the parent / guardian and young person to have such contact naming the individual adult and social networking site concerned.
2. Ensure the named adult signs an agreement to keep the contact with the young person to matters relevant to the young person's professional role in the club.
3. Ensure all such communications are shared with an identified 3rd person (e.g. the young person's parent / guardian or club Welfare Officer).
4. Ensure that if the young person or the adult is found to be in breach, the above action must be taken by the club to address the concern and / or the breach referred to the Welfare Officer or the statutory agencies if appropriate.

### **Young Coaches aged 18 to 21**

We recognise that many young coaches aged 18 to 21 will have been swimmers before becoming a coach and have been friends with their fellow swimmers, some of whom will be between the ages of 16/17. It is therefore plausible they will have those swimmers contact details and be friends on social media sites, and other methods of electronic communication.

For this purpose, the club accepts it would be inappropriate to require such swimming friends to be removed from their social media sites. Therefore, in such cases:

1. If a coach aged 18 to 21 had friends on their social networking site that were / are swimmers aged 16/17 prior to undertaking the role of coach, the club does not expect them to remove those swimmers from their listed friends.

## 43.17.10 SSASC Social Media Guidelines

2. In such circumstances the coach is advised to inform the club Welfare Officer and head coach.
3. The head coach should make every effort to ensure the coach is not the primary coach for those specified young persons except on an occasional basis

### Guidance to Club members under the age of 18

1. Do not ask your coach or teacher to be your social networking site friend – they will refuse as that would breach good practice.
2. Use the internet positively and do not place yourself at risk. Have a look at [www.ceop.gov.uk](http://www.ceop.gov.uk) for some useful tips.
3. Consider who you are inviting to be your friend and follow the good advice of the social networking sites to ensure you are talking to the person you believe you are talking to.
4. Always consider that any communication, comments, photos and video clips posted on a social networking site may be shared with persons other than those for whom it was intended.
5. Never share pictures of yourself or your friends that might reach other people that you do not wish to see them. Also, never post or send any photographs, videos or make comments that may be:
  - hurtful, untrue and upsetting and you may regret sharing later;
  - used by other people in a way you did not intend or want.
6. Do not put pictures of other club members on the site within the club setting as you may breach the Clubs Photography Guidelines. If you do wish to upload a picture you must get advice and consent of your parent, the other young person and their parent and a club officer before even considering uploading a photo. This will not prevent you having pictures of your swimming friends on your site taken outside of the sporting arena, but it is good advice to always ensure they and their parents are happy with any picture you have of them on your site.
7. Always be aware that social networking sites are a method of communication like letter writing and the spoken word. The same laws and rules bind them. Such technology is instant, and this allows you as the user to react in the 'heat of the moment', where in the past you would have been required to write a letter, which would have taken time and allowed for you to think again before sending. So never

## 43.17.10 SSASC Social Media Guidelines

place a comment on the internet that you would not put in writing or say to the individual concerned face to face as to do so may not only breach SWIM ENGLAND Policy but also the law

### **Guidance to parents of Club members under the age of 18**

There have been occasions where parents of Club members have used social networking sites to criticise or verbally abuse swimming clubs, its officers, officials, coaches, teachers, and swimmers in an inappropriate and unacceptable manner. In some cases, at other swimming clubs this has led the person who is subject of the verbal abuse to act through statutory agencies or statutory legislation to address the comments made.

We have produced a parent's code of conduct, states that parents are expected to:

5.06: Behave responsibly as a spectator at training, /meets and treat swimmers, coaches, committee members

Parents should be aware that posting messages, comments or any other media on a social networking site that breaches the above requirement of a parent in the club may breach the Parents Code of Conduct.

### **Social networking services, social media and sport: Guidelines for safeguarding children and young people**

The CPSU Briefing Document: "Social networking services, social media and sport: Guidelines for safeguarding children and young people" gives more in-depth guidance on social networking sites and can be accessed via the Child Protection in Sport Unit website at [www.cpsu.org.uk](http://www.cpsu.org.uk). Further to the above the SWIM ENGLAND Web Team has produced a user guide for parents and swimmers for Twitter, which is available to view on the SWIM ENGLAND website at [www.swimming.org](http://www.swimming.org).

### **What to do if you have concerns?**

As a user of a social networking site, whether you are a child or an adult, you may at some time have a concern about what you are seeing or being told about by another user. Concerns may range from negative or abusive comments and cyber bullying to suspected grooming for sexual abuse.

The SWIM ENGLAND has drawn up a list below of agencies that you can contact, anonymously if you wish, where you can raise such concerns.

## 43.17.10 SSASC Social Media Guidelines

- The Child Exploitation on Line Protection Unit (CEOP) at [www.ceop.gov.uk](http://www.ceop.gov.uk) or by pressing the CEOP button on Facebook or on the “Child Power” section of the SWIM ENGLAND website.
- The SWIM ENGLAND through swim line 0808 100 4001.
- If you are under 18 use the “your Chance to Talk” form on the “Child Power” section of the SWIM ENGLAND website.
- Childline 0800 1111 or [www.Childline.org.uk](http://www.Childline.org.uk).
- [www.childnet.org.uk](http://www.childnet.org.uk) which is a NSPCC support service specifically for young people.
- [Childline.org.uk](http://Childline.org.uk) which is another NSPCC support service. Using this website, children can talk confidentially to NSPCC advisors online about any issues or problems they may be experiencing, using an application like Instant Messenger (IM). Stop it Now Freephone 0808 1000 900.
- The Local Police or Children’s Services – their number appears in the phone book.
- The NSPCC helpline 0800 800 5000 or [www.nspcc.org.uk](http://www.nspcc.org.uk) for adults concerned about the welfare or safety of a child.
- The Internet Watch Foundation (IWF) [www.iwf.org.uk](http://www.iwf.org.uk). The IWF was established by the internet industry to provide a UK internet Hotline, which can be anonymous for the public and IT professionals to report criminal online content in a secure and confidential way. They work in partnership with other agencies to minimise the availability of this content, specifically:
  - Child sexual abuse images hosted anywhere in the world.
  - Criminally obscene adult content hosted in the UK.
  - Incitement to racial hatred content hosted in the UK.
  - Non-photographic child sexual abuse images hosted in the UK.