

Yardley Defenders Basketball Club Social Media Policy

The term 'social media' is used here to describe dynamic and socially-interactive, networked information and communication technologies, for example Web 2.0 sites, SMS text messaging and social networking sites. This policy refers to the term 'Friend'. This is used by social media networks and websites to describe a member of your network. For example 'Friend' on Facebook or 'Follower' on Twitter.

Purpose

The purpose of this social media policy is as follows:

- Encourage good practice
- Protect members, coaches, volunteers, players
- Promote effective use of social media as part of a club's activities whilst protecting the integrity of the club and maintaining a high standard of communication with users of Social Media.

1. Personal accounts

Whilst this policy is to govern the use of the club social media accounts, we would ask that all club members be mindful of who can view their profile and act accordingly.

All club members will not use any communication devices or service including social networking to bring the club or its members into disrepute.

If you are friends with colleagues, volunteers, players or prospective players, staff or club partners you should consider carefully before posting comments regarding the club or its members or associates that could cause offence or be viewed as contravening confidentiality rules.

If you identify yourself as a member of the club within your personal accounts, please make clear that any opinions expressed are those of you, as an individual, and not those of the club.

Club coaching staff, committee members and volunteers will take responsibility for their professional reputation in the online environment, making sure they follow e-safety advice, adhere to privacy and safety settings and report concerns in line with club, YBL and Basketball England policies and procedures.

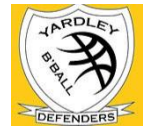
2. The Use of Social Media, Emails and Messaging Services

Before setting up a new URL / webpage or social media account on behalf of the club please consider the purpose of the account and what benefits you feel it may have. For example when setting up accounts with Facebook you may choose between a 'group' and a 'page' depending on your requirements.

Official club websites, groups or pages can only be approved by the committee.

No club coaching staff, committee member or volunteer should 'friend' or accept any active junior member (under 18) on their personal social media site, or share their own site details with them, unless they are a relative, family friend etc.

Communication with club members should be sent using group emails, Whatsapp group messages that club members have consented to joining or the club TeamApp which members join via a link. Communication with junior members should always be via parents/carers. Players over the age of 16 may join their team Whatsapp group or TeamApp as long as their parents are also on the group.



When sending emails, you should ensure that you 'blind copy' all recipients to ensure confidentiality of personal emails or telephone numbers, in accordance with the data protection act.

Emails should only be sent in relation to club activities. Do not send jokes, pictures or personal conversations. You should not respond to emails or texts from young people other than those directly about club matters. Parents /carers of children under the age of 18 should always be copied in.

Club coaching staff, committee members and volunteers will not ask for email addresses, mobile phone numbers or social media profiles of junior members under the age of 18.

This is commonly recognised as best practice in order to promote a safe and transparent online environment that protects the organisation, the members and also your interests and reputation.

Website

Yardley Defenders Basketball Club is responsible for the content on the www.yardleybasketballclub.co.uk website and will use all reasonable endeavours to ensure that the content is suitable and monitored regularly.

Yardley Defenders Basketball Club will use all reasonable endeavours to ensure that the policy regarding photographs is adhered to and that a child's photograph is not printed with a name alongside it on the club website.

Ensure that webmaster / social media person signs a Basketball England SG1 declaration and undertakes an enhanced dbs check. Relevant safeguarding training is recommended to include e-safety.

3. Intellectual Property

Social Media users are reminded that they must consider intellectual Property rights, copyright and ownership of data.

Intellectual property (IP) law is the law protecting the rights of creators and owners of intellectual creativity. IP law also regulates the creation, use and control of a protected work. The main branches of IP law are copyright, patents, trademarks, designs, passing off and the law of confidential information. For latest information please visit <http://www.ipo.gov.uk/>

4. Conduct

We believe in free speech, however on social media accounts for example Facebook pages we reserve the right to remove certain content that you may post on club owned and administered websites and pages. As a general rule users can post content freely on a social media account except when content could be considered illegal, obscene, defamatory, threatening, infringing upon intellectual property rights, invasive of privacy or otherwise injurious or objectionable.

Users cannot use the club name to promote or endorse any product, opinions, cause or political party. Stating that the club endorses your personal opinion is prohibited.

Users should understand that content posted becomes the sole responsibility of the individual who originally posted the content.

All opinions expressed by users of social media sites are expressed strictly in their individual capacity and not as a representative of the club.

The club will not be liable, under any circumstances for any errors, omissions, loss or damages of any kind incurred as a result of use of any content posted on social media sites.

Remember that you are required to protect confidential and proprietary information regarding the club members and coaching staff.



Any member who has a password to online areas of club information should protect that password from misuse by others.

Prospective and current members: These users, along with others who have an interest in the club, are active in social media, e.g. setting up Facebook groups and blogging.

The committee will monitor these sites to get further insight into the needs of its users. Possible responses to any contentious issues identified in unofficial social media sites should be referred to the club secretary for further investigation.

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Ex members: The club recognises the opportunity to communicate with ex members through social media to develop an on-going relationship with them. These uses are the responsibility of the club secretary, who has ultimate responsibility for ex members contact details.

5. Disciplinary Action

Club members will report any known misuses of communication and interactive technologies within the context of basketball, including unacceptable behaviour, inappropriate contact with children online and illegal content including sexual abuse/indecent images of children to the Club Welfare Officer, according to club safeguarding policies and procedures.

The club reserves the right to administer sanctions and other disciplinary measures for the breach or misuse of the club social media policy. The sanction will be determined by the club secretary, coach, the club welfare officer/or a combination/or disciplinary committee and may include a fine, suspension, written warning, referral to the Governing Body or outside agencies including the local police authority and any other disciplinary deemed appropriate.