



SOCIAL MEDIA POLICY

1. Introduction

The following is a brief summary of the ASA's policies and Guidance on the use of social media by members of swimming clubs and how it affects Littlehampton Swimming Club (the club) and its members.

2. The intent

The club and Swim England recognise that the use of Social Media sites and instant messaging tools continues to grow rapidly and are increasingly being used as the communication tool of choice by young people and adults. These are also important communication tools for the club and serve to raise the profile of Littlehampton Swimming Club. As we seek and obtain sponsorship for the club, the more followers we have, the more attractive we are to potential sponsors and new swimmers.

With social media comes a range of opportunities for promoting the club and the achievements of its swimmers in a positive way, unfortunately with social media also comes a range of different problems, which parents, schools, and clubs must manage.

Swim England (ASA) have identified a number of issues that have led to both disciplinary and safeguarding concerns stemming from the improper or inappropriate use of such sites by its members. As a Swim England affiliated club, the club and its members, paid workers and volunteers are required to follow the ASA Wavepower policies and procedures on child safeguarding in general.

With that in mind the club wishes to issue the following guidance to our swimmers regarding the use of social media:

The information contained here is in line with or either a direct copy from ASA Wavepower policy document.

A comprehensive statement can be found in Wavepower Section 2.4
<http://www.swimming.org/library/documents/files/1205/download>

3. Safeguarding Aims

This guidance aims to avoid three potential sources of child abuse:

- The use, adaption, sharing or copying of images for child abuse purposes, either electronically or in print.
- The possible identification of a child when an image is accompanied by significant personal information, which can lead to the child being "groomed".
- The identification and locating of children where there are safeguarding concerns; such cases would include, for example, children who could be compromised by an image because:
 - They have been removed from their family for their own safety.
 - There are restrictions on their contact with one parent following a parental separation.
 - They are a witness in criminal proceedings.

4. Guidance for Swimmers

- Do not ask your coach or teacher to be your friend on any social networking site – they will refuse as that would breach good practice.
- Use the internet positively and do not place yourself at risk. Have a look at www.thinkuknow.co.uk for some useful tips.
- Consider who you are inviting to be your friend and follow the good advice of the social networking sites to ensure make sure you are talking to the person you believe you are talking to.
- Always remember that any communication, comments, photos and video clips posted on a social networking site may be shared with more people than you originally intended.
- Never share pictures of yourself or your friends that you wouldn't be happy for your family to see. Also, never post or send any photographs, videos or make comments that:
 - May be hurtful, untrue or upsetting or that you may regret sharing later on.
 - May be used by other people in a way you did not intend or want.
 - Other people may find inappropriate.
- Do not upload images of other members taking part in your organisation's training, activities or events as you may breach the ASA Photography Guidance (see p. 76). If you do wish to upload such content, you must first seek the advice and consent of your parents, the consent of the other young person(s) and their parents, and an officer of the organisation before taking any action. This will not prevent you having images of your friends from the organisation on your personal social networking site, as long as they were taken outside of the sporting arena. Even so, it is still a good idea to check that any person in the image, and their parents, are happy for you to upload the image.
- Always be aware that social networking sites are a method of communication like letter writing and the spoken word. They are bound by the same laws and rules. The delivery of social networking content is instantaneous, and this can sometimes result in users reacting in the 'heat of the moment', and your content/ comments may spread far from that of your own social network of friends. This is a major difference between the present and the past in which you would have written a letter which would have taken time and allowed for you to think again before sending. So never place a comment on the internet that you would not put in writing or say out loud to someone. To do so may breach ASA Policy and also the law.
- We would advise that you apply a filter and that before hitting the send button you consider this; 'would I want my parents or grandparents to see what I am about to send or post?' If the answer is 'No' then you probably shouldn't be hitting the send button.
- Please remember that once something is on the Internet or social media, it stays there, it can always be retrieved, no matter how many times you hit delete.

5. Guidance for Coaches and volunteers

- As a coach or volunteer of the club, you should not be in contact with young people through social networking sites if they are members of the club. You should not request to become 'friends' with a young person via your social networking site.
- Should a young person in the club request to become 'friends' via personal social networking site, you should decline if;
 - You are in a position of responsibility in respect of that child (example coach or teacher)
 - You hold a position of trust and/or responsibility at the club (example: on the committee)

If swimmers, parents or carers have concerns or queries, then please contact the club Welfare Officer on lscwelfareofficer@gmail.com. The Welfare Officer can also contact Swim England or other relevant authorities on your behalf.