



SOCIAL MEDIA GOOD PRACTICE & CLUB GUIDELINES

Tyldesley Swimming & Water Polo Club follow the guidance of the Swim England (ASA) as laid out in their Wavepower 2020-2023 document with regards to the use of Social Media.

In addition, there are some specific recommendations that the Club has made to protect Swimmers, Coaches, Teachers and Officials.

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 the Swim England (ASA) has 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

The Swim England (ASA) recognises that the use of social networking sites such as Facebook, Twitter and Instagram, and instant messaging tools such as WhatsApp and Snapchat, continue to grow rapidly and are increasingly being used as the communication tools of choice by young people.

These social networking sites permit users to chat online, post or send pictures, comment on and share content, and write 'blogs' or updates through the creation of an online profile. These can either be publicly available to all or can be restricted to an approved circle of electronic friends.

Sites such as YouTube 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. More recent apps, such as Periscope and Meerkat, allow mobile phone users to stream content directly from their phones, bypassing some of the steps required in uploading videos to YouTube or to social networks such as Facebook.

In addition to these sites, Twitter is a social networking and micro-blogging service that enables users to send and read other users' messages known as 'tweets'. Tweets are 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 followers list only.

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

Guidance for coaches, teachers, and other staff

- As a coach, teacher or other employee or volunteer of the organisation, you should not be in contact with young people through social networking sites if they are a member of the organisation you work for.
- Should a young person in your organisation request to become 'friends' via your personal social networking site, you should decline if:



SOCIAL MEDIA GOOD PRACTICE & CLUB GUIDELINES

- You are in a position of responsibility in respect of that child.
 - You hold a position of trust and/or responsibility at the club.
 - Your contact with the child is through an Swim England (ASA) club and the parent/guardian of the child does not give their consent to such contact.
- Social networks should never be used as a medium by which to abuse or criticise members or ASA organisations and to do so may be in breach of the Swim England (ASA) Rules and Regulations.
 - The publishing of a photograph or video footage on any social networking site is governed by the same requirements as those contained in the Swim England (ASA) Photography Guidance.

Coaches, teachers, and other staff who are under 18

The Swim England (ASA) recognises that social networking sites can be a useful tool for teachers, coaches, and other staff within the organisation to share information with other teachers, coaches, or staff. If, however, the teacher, coach or staff member is under the age of 16, while they may be a colleague, the requirements of the first two points above must still be adhered to.

If the young coach/teacher/staff member is aged 16 or 17, it is the view of the Swim England (ASA) that to restrict the ability to share professional information with them from other coaches, teachers or staff may be detrimental in their professional development of their role in the Swim England (ASA).

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

- Gain written consent from the parent/guardian and young person to have such contact, naming the individual adult and social networking site concerned.
- Ensure the named adult signs an agreement to keep contact with the young person to the discussion of matters relevant to the young person's professional role in the club.
- Ensure all such communications are shared with an identified third person (e.g. the young person's parent/guardian or club welfare officer).
- Ensure that if the young person or the adult is found to breach the above agreement, action must be taken by the club to address the concern and/or ensure that the breach is referred to the Swim England (ASA) or the statutory agencies if appropriate.

Young Coaches aged 18 to 21

The Swim England (ASA) 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.



SOCIAL MEDIA GOOD PRACTICE & CLUB GUIDELINES

For this purpose, the Swim England (ASA) accepts it would be inappropriate to require such swimming friends to be removed from their social media sites.

Therefore, in such cases:

- 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 Swim England (ASA) do not expect them to remove those swimmers from their listed friends.
- In such circumstances the coach is advised to inform the club Welfare Officer and head coach.
- 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 ASA members under the age of 18

- Do not ask your club coach or teacher to be your social networking site friend – 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.ceop.gov.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 you are talking to the person you believe you are talking to.
- 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.
- 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.
- Do not put pictures of other club members on the site within the club setting as you may breach the Swim England (ASA) Photography Guidance. 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.
- 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. 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 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 (ASA) Policy, but also the law.



SOCIAL MEDIA GOOD PRACTICE & CLUB GUIDELINES

Guidance to parents of Swim England (ASA) members under the age of 18

There have been occasions where parents of Swim England (ASA) 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. This has in some cases led the person who is subject of the verbal abuse to act through statutory agencies or statutory legislation to address the comments made.

The Swim England (ASA) have produced a parent's code of conduct, which can be found in Wavepower. Section 6 of Wavepower states that parents are expected to *"Behave responsibly as a spectator at training and treat swimmers, coaches, committee members and parents of yours and other clubs with due respect meeting the Swim England (ASA) commitment to equality"*.

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 an Swim England (ASA) club may breach the ASA and Tyldesley Swimming Club Parents Code of Conduct.

Parents who work or volunteer at the same organisation attended by their children

Many parents are becoming 'friends' with their children on social networking profile for security reasons, to ensure the wellbeing of their own child by being able to view their child's profile. This may then give the parent access to the profiles of other children listed as 'friends' of their child. It would not be appropriate for the Swim England (ASA) to prevent a parent who is also an employee at the organisation where his/her child is a member from using this form of protection for their child's online activities.

Therefore, in such cases:

- The parent concerned should not have direct contact with members through the social networking site.
- Where the parent has access to their child's social networking site (i.e. knows the username and password) they must not contact any other children under the pretence of being their child.
- The parent should not accept their child's friends as friends on their own social networking site.
- The parent should inform the welfare officer of this arrangement.

Tyldesley Swimming & Water Polo Club Specific Guidance

In addition to the above guidance for teachers, coaches, swimmers and parents, the Committee of TSWPC will appoint no more than three individuals to be responsible for the Club's Facebook & Instagram accounts. If any further social media is employed by the Club, the Committee shall be responsible for ensuring that the correct safeguarding processes are in place and that this media is managed by appropriate individuals.

Any individual appointed by the Committee to be responsible for Club social media must be over 18, a member of the Club (in accordance with the Constitution) and have DBS clearance.



SOCIAL MEDIA GOOD PRACTICE & CLUB GUIDELINES

Further Information

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.

Further to the above the Swim England (ASA) Web Team has produced a user guide for parents and swimmers for Twitter, which is available to view on the Swim England (ASA) website at 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 (ASA) has drawn up a list below of agencies that you can contact, anonymously if you wish, where you can raise such concerns.

- ✓ The Child Exploitation online Protection Unit (CEOP) at www.ceop.gov.uk or by pressing the CEOP button on Facebook or on the “Child Power” section of the ASA website.
- ✓ The ASA 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 (ASA) website.
- ✓ Childline 0800 1111 or www.Childline.org.uk.
- ✓ www.childnet.org.uk which is a NSPCC support service specifically for young people.
- ✓ 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 for adults concerned about the welfare or safety of a child.
- ✓ The Internet Watch Foundation (IWF) 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.