



ONLINE SAFETY AND SOCIAL MEDIA POLICY

Date that this document was last reviewed and updated if appropriate:

22 December 2025

This policy has been developed to inform our Glenearn Badminton Club ("the Club") volunteers, coaches, members, players, parents and carers about using social media (Facebook, YouTube, X/Twitter, Tik Tok, Instagram and all other social networking sites and forums) so people feel enabled to participate, while being mindful of their responsibilities and obligations. This policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

Managing online presence

Our online presence through our website or social media platforms will adhere to the following guidelines:

- all social media accounts will be password-protected, and at least two members of the Club will have access to each account and password.
- At least two members will monitor each account.
- where appropriate, those managing our online presence will seek advice from the Club's Safeguarding Officer and/or Child Wellbeing & Protection Officer to advise on safeguarding requirements.
- designated volunteers will remove inappropriate posts, explaining why, and informing anyone who may be affected (as well as the parents / carers of any children involved)
- identifying details such as a Club member's home address, school name or telephone number should not be posted on social media platforms.
- any posts or correspondence will be consistent with our Club values.
- we will not generally communicate with children via social media, via video conferencing platforms or by any other means of communication and, in any event, will only do so where we have permission from a child's parent or carer.
- we will only post photographs or videos of people on social media where we have permission from the person (or in the case of child, their parent or carer) to do so.

Online behaviours

Our codes of conduct set out expected behavioural standards, including behaviour on social media. In addition, here are some specific dos and don'ts to consider before posting on social media:

- Pause and think about what you are saying and the impact it might have.
- Be careful, respectful, and positive. You are personally responsible for what you post. If in doubt, do not post it.

- Think about your image – ‘what do I want people to think about me or the Club?’
- Consider who you are interacting with – you might come into contact online with under 18s. Familiarise yourself with safeguarding regulations in relation to engaging with under 18s.
- Respect confidentiality within the team e.g., tactics, team information, announcements, coaching advice, training sessions.
- Remember different audiences will see your posts including Club members, potential members, children, members’ relatives, and friends.
- Be smart about protecting yourself, your privacy, and confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully and your privacy settings.
- Do not post content that discriminates against individuals or groups based on age, disability, gender reassignment, marriage & civil partnership, pregnancy & maternity, race, religion or belief, sex, sexual orientation.
- Do not write anything on social media channels that you would not feel comfortable seeing in a newspaper or hearing on TV. Everything you write is treated as a direct quote i.e. ‘Don’t tweet what you wouldn’t say to your mum/gran’ or ‘Think before you tweet’ or ‘Would I say this face to face with someone?’
- Do not speak negatively about other Club members, competitors, officials, or governing bodies. Never use slurs, personal insults, or obscenity. Be professional and respectful.
- Be in the right state of mind when you make a post. Do not post when you are angry, upset, or your judgement is impaired in any way. Be careful what you say, do and post because once it’s on a social media channel, it can go viral very quickly.
- Do not engage in online disputes and do not allow family or friends to argue on your behalf.

What we expect from our Club officials, volunteers, and coaches

- officials, volunteers, and coaches should be aware of this policy and behave in accordance with it.
- officials, volunteers, and coaches should seek the advice from the Club’s Safeguarding Officer and/or Child Wellbeing & Protection Officer if they have any concerns about the use of the Internet or social media.
- officials, volunteers, and coaches should not ‘friend’ or ‘follow’ children from personal accounts on social media and maintain the same professional boundaries online as they would in person when using Club accounts.
- officials, volunteers, and coaches should make sure any content posted on public personal accounts is accurate and appropriate as Club members may ‘follow’ them on social media.
- rather than communicating with parents through personal social media accounts, officials, volunteers, and coaches should choose a more formal means of communication, such as face-to-face, in an email or in writing, or use a Club account or website.
- emails or messages should maintain the Club’s tone and be written in a professional manner.
- any concerns reported through social media should be dealt with in the same way as a face-to-face disclosure, according to our safeguarding procedure.
- officials, volunteers, and coaches must not engage in ‘sexting’ or send pictures to anyone that are obscene.

What we expect of Club members

- members should be aware of this online safety and social media policy and the behaviours set out.
- members' behaviour online should be consistent with the guidelines set out in the code of conducts and anti-bullying policy.
- members should take the necessary steps to protect themselves online.
- children should follow the age restrictions set out by social media companies.

What we expect of parents and carers

- parents and carers should be aware of this policy and abide by it.
- parents and carers should protect all children's privacy online and think carefully about what content they share about our sport online, where they share it and who they are sharing it with

Policy breach

An individual who breaches this policy (and/or other related policies) may face action in accordance with the Club's Disciplinary Policy.