



Social Media Policy at Sandwell Aquatics Club

We recognise the growing influence and use of social media, and its popularity amongst younger people as a tool for communication. Although these technologies are useful and provide exciting opportunities they are also unfortunately accompanied by dangers and negative consequences if abused by users.

This Social Media Policy has been created in order to set down guidelines and advice for acceptable usage of all online social networking communications that relate to Sandwell Aquatics Club.

The policy includes, but is not limited to, the following:

- Facebook
- Instagram
- Twitter
- Snapchat
- WhatsApp

Many social networking sites have age restrictions and to be eligible to sign up, you must be at least 13 years-old. However this does not include signing up to other sites such as but is not limited to, Snapchat or downloading messenger apps such as WhatsApp and therefore parents should be vigilant in any young person's use of such networks. It's recommended that parents/coaches/teachers or members do not encourage young members to use social networking sites, and do not engage with any young members online, for safeguarding reasons and to ensure your own protection against any potential allegations. Further guidance can be found in Wavepower.

While social networking can provide exciting opportunities for helping your club engage with members and the public, it can also present a number of dangers and negative consequences if not used correctly, such as:

- cyber bullying, through posts, messages and images which are upsetting to people and often inaccurate causing offence to individuals, or other clubs and organisations
- Exposure to inappropriate content, or offensive comments or pictures.

It's important that clubs have a good understanding of Wavepower's guidance, but for the purpose of this club guide, key points to note are:

1. Swim England members in a position of trust and/or responsibility should not be in direct contact with children through social networking sites.
2. Should a child in your club request to become a 'friend' on your social networking site, or request that you become a 'friend' on their own 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 your club
 - c. Your contact with the child is through a Swim England club and the parent/guardian of the child does not give their consent to such contact.



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3. The social network site should never be used as a medium by which to abuse or criticise Swim England members, Swim England clubs, or any member of the public or other organisation and to do so may be in breach of Swim England Rules and Regulations.

4. The publishing of a photograph or video footage on a social networking site is governed by the same requirements as those contained in the Swim England Photography Policy. Always make sure that you take safeguarding precautions. All images of children under the age of 18 must be: a. above the waist; or b. in full clothing, not swim suits. You can see the full guidelines in the Swim England Photography Policy. 5. Be wary of publishing any identifying information about yourself or others, either in your profile or in your posts. Remember not to include personal details, such as phone numbers, workplaces, school names, addresses or birthdays



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