



Online Safety and Social Media Policy

Document History

Version	Date	Notes
Initial	10/07/2020	Policy written
2	08/08/2020	Wording around Professional/non-professional communications improved
3	19/12/2020	Wording included to specifically mention Strava/Garmin and other sport/fitness related apps/websites.
4	08/01/2021	Wording included to mention Online / remote coaching
5	30/07/2022	Wording included to mention age limits for social media
6	17/4/2024	Updated for change in WhatsApp age limit
7	26/09/2025	Minor wording update relating to fitness trackers

Aims & Scope of this Policy

For the purposes of this policy, social media is defined as any online interactive communication tool which encourages participation and exchanges. Common examples include Twitter, Facebook, YouTube, Skype, Instagram, Pinterest, and LinkedIn, it also includes Strava/Garmin (and other fitness/sports related apps/websites) as well as chat messaging platforms such as WhatsApp, Telegram, Snapchat, TikTok, etc.

This policy applies to all members and to all communications which directly or indirectly, represent the club. It applies to online communications posted at any time and from anywhere, whether to an individual, a limited group or the world.

Professional and personal responsibilities apply regardless of the medium being used. All social media communications which might affect the club's reputation, whether made either in a private or professional capacity, must comply with relevant club's policies which address member conduct.

Professional/non-professional communications are those made through official channels using the club's name. All professional/non-professionals communications are within the scope of this policy.

CoNAC Social Media accounts should not be used to endorse, like or comment on other professional accounts unless CoNAC holds a legitimate charitable or commercial relationship with them.

Private communications which do not refer to/represent/impact upon the club, are outside the scope of this policy.

The aim of our online safety policy is to protect all members involved with our club, to provide officers and volunteers with policy and procedure information regarding online safety and inform them how to respond to incidents and to ensure our organisation is operating in line with our values and within the law regarding how we behave online.

Social Media Age Limits

Most social media platforms (including WhatsApp, Facebook, Instagram, Skype, Snapchat, TikTok and Twitter) have a minimum age limit of 13 years old.

Parents / Guardians need to ensure that their children are at least of the minimum age for the relevant social media platforms that they use.

Club officers, coaches and volunteers must check the age of any individual that they add to any social media platform. If they are in any doubt regarding the age of an individual they should check with the Membership or Club Secretary before adding that individual.

Social Media Guidelines for Coaches, Volunteers and Athletes

City of Norwich AC requires that all members using social media adhere to the standard of behaviour as set out in this policy and other relevant policies.

Members will not use social media for the purposes of recruitment selection. Members will not use social media to infringe on the rights and privacy of other members or make ill-considered comments or judgments about other members.

Digital communications by members must always be professional and respectful and in accordance with this policy.

Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, racist, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the club and will be reported as soon as possible to the Chairman/Executive Committee/Welfare Officer, and escalated where appropriate. The club will take appropriate action when necessary.

Where conduct is found to be unacceptable, the club will deal with the matter internally. Where conduct is considered illegal, the club will report the matter to the police and other relevant external agencies and may take action according to the Disciplinary Policy.

The following general guidelines apply to members posting content via social media:

The Do's

- Check with an Executive Committee member before publishing content that may have controversial implications for the club.
- Make it clear who is posting content.
- Use an appropriate and professional tone.
- Consider the appropriateness of content given the age of readers.
- Be respectful to all parties.
- Ensure you have permission to 'share' other people's materials and acknowledge the author.
- Express opinions but do so in a balanced and measured manner.
- Manage your social media presence on behalf of the club.
- Think before responding to comments and, when in doubt, get a second opinion.
- Seek advice and report any mistakes to the Executive Committee.

The Do not's

- Make comments, post content or link to materials that will bring the club into disrepute.
- Publish confidential or commercially sensitive material.
- Breach copyright, data protection or other relevant legislation.
- Link to, embed, or add potentially inappropriate content.
- Do not post derogatory, defamatory, offensive, harassing, or discriminatory content.
- Do not use social media to air internal grievances.

City of Norwich AC takes e-safety and its duty of care seriously. The club will do all that it reasonably can to ensure that various online and working environments, including online forums, are safe for members.

Where members are working with younger and/or more vulnerable members, extra safeguards may be required such as a moderating content prior to publication.

Social Media accounts, fitness tracker apps and chat messaging services (such as WhatsApp etc) must have at least two different administrators and should include a member of the CoNAC Executive Committee, preferably the relevant coordinator. The Executive Committee member is not there to participate (unless they are also a member/parent of the coaching group or managing the content) in the groups ongoing business but to provide due diligence and welfare monitoring.

Parents AND junior athletes give their consent to their photograph, name or data being placed on social media when they join the club.

Members must ensure that their correct and up to date contact details are always recorded on the membership system.

Caution must be exercised by Trustees, Executive Committee members, volunteers and members when entering communication with one another. To safeguard coaches, volunteers, and athletes, it is not deemed appropriate for a Coach to accept a friend or follow invitation from an athlete who is known to the coaching team as being under 18 years of age. It is unlikely that you would share all the details of your life with the children in your coaching sessions so do not make the mistake of doing so online. Private chat functions, including comments on fitness tracking apps, are often unmoderated so can also leave adults open to accusation of improper use. If you need to communicate with your athletes outside of coaching sessions do so by group WhatsApp, text message, phone calls to parents/carers or via a post on a closed club or governing body page rather than via your personal profile.

Caution must also be exercised by Coaches and officials in communications between themselves and anyone under 18 (Children's Act – under 18s legally defined as children), to avoid potential miscommunication. Coaches are required to contact under 18's through their parent / guardian.

Check your privacy settings regularly not just when you set up a new account.

Do not add friends online that you do not know or have not met face to face. You would be unlikely to walk up to a stranger in the street and tell them about your life so do not do it online.

Remember that what you post online can be easily misinterpreted. When things are typed instead of said face to face it is often difficult to know the true meaning of the words and people can easily take offence to a post that was shared without intending to upset. This is especially true when online abbreviations, hashtags or emojis are used in place of words so before you post consider how someone else may read your post.

Online / Remote Teaching and Coaching

You should make sure parents, carers and children understand the benefits and risks of online sessions and consent for children and vulnerable adults who are to be involved should be obtained from their parent/carers.

Sessions should not be recorded unless the consent of all participants (parents/carers for children and vulnerable adults) has been obtained before the session starts and that it is recorded. This should be shared with the membership coordinator.

Make sure that you are in a neutral area where nothing personal or inappropriate can be seen or heard in the background. You should also make sure that children are in a neutral area if they can be seen on camera.

Use of Other People's Materials

Sharing content such as images, photographs and video is extremely popular and easy to do via social media sites. While this may have value in an educational context, there is a real risk of breaching the rights of individuals who own the different media e.g. images rights, patents, copyright in a blog, or rights associated with collaborative outputs. All members should ensure they have permission or other justification to share content in this way. Content is particularly risky where it is commercially valuable, confidential, and/or sensitive.

Members will not post any images, photographs, videos, text etc. via social media sites without appropriate permission from the rights holders. If unsure, members are advised to check permissions attached to digital content prior to posting via social media.

Personal Information

Personal information is information about a living person. No personal information will be shared via social media sites without consent unless it is in line with the club Membership or Data Protection

Policies. Authorised persons posting content or setting up accounts are responsible for ensuring appropriate informed consents are in place.

Incidents and Response

Any breach of this policy could lead to disciplinary action. Where a breach of this policy is reported to the club this matter will be dealt with seriously and in line with the Club's Disciplinary and Acceptable Use policies. The club will act immediately to prevent, as far as reasonably possible, any damage to an individual, their rights or the institution's reputation. Any stakeholder or member of the public may report an incident to the club. This should be directed immediately to the Chairman/Executive Committee/Welfare Officer. Where it appears that a breach has taken place, the Chairman/ Executive Committee/Welfare Officer will review what has happened and decide on the most appropriate and proportionate course of action. The steps for dealing with any incident, methods of escalation, appropriate sanctions and involvement of external agencies are contained in the club constitution. Where a member of the Club/Executive Committee considers an incident to be serious, this should also be reported to the Chairman/Executive Committee/Welfare Officer.

Note: If an incident needs to be dealt with expeditiously such that does not allow time for committee representation the Chairman has the power to make this decision single headedly in the best interest of the club.

Where members are in receipt of offensive, unacceptable content via social media, this should be kept for evidence (i.e. a screenshot) and reported to a relevant member of the Chairman, Executive Committee or Welfare Officer immediately.

Where questionable content has been received by the club, the Executive Committee must be informed prior to any response being submitted.