

SOCIAL MEDIA POLICY – COVER SHEET

Version:	1
Date approved:	21/04/2021
Approved by:	Audit, Risk & Governance Committee
Review Date:	21/04/2022

VERSION HISTORY

Version	Date	Changes Made	Implications

For the purpose of the 2021 policy review undertaken by British Ice Skating all version numbers will begin at one. Where previous versions do exist these will be archived for reference by the Association.

REVIEW PROCESS

This policy will be reviewed annually, or sooner should the owner, legal requirements or organisational change deem it to be relevant or required.

APPLICATION

This policy is to be read by British Ice Skating employees and members and should be read in conjunction with the British Ice Skating Codes of Conduct, Anti Bullying and GDPR policies.

SOCIAL MEDIA POLICY

1. PURPOSE

- 1.1 Social media has become an increasingly popular means of communication in recent years. British Ice Skating is very keen to embrace social media as a means to engage with its members and the wider community.
- 1.2 When used responsibly, social media is an excellent way of publicising the activities of British Ice Skating, promoting the various disciplines of ice skating, celebrating the successes of skaters and communicating with various audiences. Regular use of these channels of communication also enable British Ice Skating to maximise opportunities with dynamic information sources and allow the organisation to market itself to a wider and more diverse audience.
- 1.3 However, the use of social media also introduces a range of potential risks to British Ice Skating including safeguarding, brand representation, public relations and loss of content control which can jeopardise British Ice Skating's reputation, compliance with legal obligations and potential sponsorship deals. This policy aims to minimise these risks.

2. OBJECTIVES

- 2.1 British Ice Skating engages with social media on a professional level. If any British Ice Skating employee/member uses social media channels they are asked to follow this policy and any other guidelines which are in place to ensure effective and appropriate usage.
- 2.2 The aims of our online social media policy are:
 - To provide employees and members with information to the appropriate use of social media when connected to their status as an employee/member of British Ice Skating,
 - To protect all Members involved with British Ice Skating and who make use of technology.
 - To ensure we are operating in line with our values and within the law regarding how we behave online.

3. DEFINITIONS

- 3.1 The pace of change in technology means that it is not possible to identify a definitive list of all forms of social media which this Policy applies to, hence it is to be read as applying to all forms commonly understood to be social media and used as such.

4. RESPONSIBILITIES

4.1 APPROPRIATE USE OF SOCIAL MEDIA

4.1.1 Social media is very much part of British Ice Skating's strategy moving forward and we encourage the use of the various channels on a regular basis.

4.1.2 When using Social media in relation to your BIS membership or employment you agree that you will:

- Be a positive role model for British Ice Skating and help communicate the values that come with Membership and the sport of Ice Skating.
- Ensure that your profile and any content you post are consistent with the professional image you present in respect of your association with British Ice Skating.
- Use appropriate language, remember children and/or young adults may read your posts.
- Be aware of the potential impact and permanence of anything which you post online and avoid posting
 - Anything that you do not wish to be in the public domain.
 - Anything that you would not be willing to say personally to the face of another person.
- Be respectful at all times and in accordance with this policy.
- Be aware that it doesn't matter what device is being used for digital interaction the same safety aspects apply whether it is a computer, mobile phone, tablet or games console.
- When using social media platforms ensure to adhere to relevant legislation and good practice guidelines.

4.1.3 You will not:

- Upload/post content deemed disruptive, threatening, abusive, harassing, obscene, libellous or an invasion of another's privacy – this includes text, audio, photographs and/or video.
- Use British Ice Skating's name for defamation.

- Upload content deemed confidential by British Ice Skating.
- Infringe on the rights, or privacy of other employees/members or the property of any company/individual. This can create liability for yourself and British Ice Skating.
- As an employee/member, make ill-considered comments or judgments about other employees/members or third parties.
- Use British Ice Skating logos, brands, slogans or other trademarks without prior written consent.
- Post offensive messages through British Ice Skating pages on any social media platform.
- Breach data protection/GDPR requirements.
- Breach any other laws or ethical standards.
- Post information about other members of British Ice Skating without their consent.

4.2 Employees of British Ice Skating must adhere to this policy but will also have further related, internal HR policies included within the staff handbook that must also be followed.

4.3 The Membership Engagement Technical Advisory Committee are to assist in the writing of this policy to ensure the membership as a whole is considered and represented.

5. NEGATIVITY ON SOCIAL MEDIA

5.1 It is important that social media platforms are monitored for negative comments about British Ice Skating.

5.2 If you are aware of any negative comments posted on any pages, please make sure you speak to British Ice Skating to discuss.

6. CYBER BULLYING VIA SOCIAL MEDIA SITES

6.1 British Ice Skating will not accept any form of Cyber bullying or harassment of or by members or employees.

6.1.1 The following examples illustrate the types of behaviour, displayed through social media communications, which British Ice Skating considers to be forms of cyber bullying

- maliciously spreading rumours, lies or gossip.
- intimidating or aggressive behaviour.
- offensive or threatening comments or content.

- posting comments/photos etc. deliberately mocking an individual with the intent to harass or humiliate them.

6.2 Cyber bullying may also take place via other means of electronic communication such as email, text or instant messaging.

7. GUIDANCE ON THE POSTIVE USE OF SOCIAL MEDIA

- 7.1 In order to foster a positive culture among its members, British Ice Skating recommend being mindful of the following whilst using social media:
- Is your post true, helpful, inspiring, necessary and kind?
 - Does your post reflect British Ice Skating and the sport in a positive way?
 - Could your post be seen as offensive, intimidating, aggressive or malicious in any way?
 - Is your post likely to infringe on the privacy of others or be in breach of copyright, data protection or GDPR?

8. BREACH OF THIS POLICY

- 8.1 As an organisation, we commit to implementing this policy and addressing any concerns quickly and within Company guidelines.
- 8.2 Breach of this policy by British Ice Skating members/employees may result in disciplinary action.