

Sheffield City Swimming Club Social Media Guidance

This guidance has been taken from the Child Safeguarding Policy and Procedures for Clubs Wavepower Document 2016-2019, Section 2:Toolbox subsection 2.4:Policies, Procedures and Guidance, page 72 to 77.

Guidance on the use of social networking

There has been a growing awareness of the increasing communication between adults and young people on social networking sites. There are risks associated with these developments, and the ASA has identified a number of issues that have led to both disciplinary and safeguarding concerns stemming from the improper or inappropriate use of such sites by its members.

The 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:
 - 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 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 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 ASA Photography Guidance on p. 76.

Coaches, teachers and other staff who are under 18

The 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 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 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 ASA or the statutory agencies if appropriate.

Coaches aged between 18 and 21

The ASA recognises that many young coaches aged between 18 and 21 will have been members themselves before becoming a coach and have been friends with their fellow members, some of whom will be between the ages of 16 and 17. It is therefore plausible they will have contact details for those members and be friends with them on social networking sites, and be able to communicate via other methods of electronic communication. In this circumstance, the ASA accepts it would be inappropriate to require such friends to be removed from their social networking sites. Therefore, in such cases:

- If a coach aged between 18 and 21 had friends on their social networking site that were/are members aged 16 or 17 prior to undertaking the role of coach, the ASA does not expect them to remove those members from their listed friends.
- In such circumstances the coach is advised to inform the 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 members of the organisation under the age of 18

- Do not ask your coach or teacher to be your friend on any social networking site – 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.thinkuknow.co.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 make sure you are talking to the person you believe you are talking to.
- Always remember that any communication, comments, photos and video clips posted on a social networking site may be shared with more people than you originally intended.
- Never share pictures of yourself or your friends that you wouldn't be happy for your family to see. Also never post or send any photographs, videos or make comments that:
 - May be hurtful, untrue or upsetting or that you may regret sharing later on.
 - May be used by other people in a way you did not intend or want.
 - Other people may find inappropriate.
- Do not upload images of other members taking part in your organisation's training, activities or events as you may breach the ASA Photography Guidance. If you do wish to upload such content, you must first seek the advice and consent of your parents, the consent of the other young person(s) and their parents, and an officer of the organisation before taking any action. This will not prevent you having images of your friends from the organisation on your personal social networking site, as long as they were taken outside of the sporting arena. Even so, it is still a good idea to check that any person in the image, and their parents, are happy for you to upload the image.
- 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. The delivery of social networking content is instantaneous, and this can sometimes result in users reacting in the 'heat of the moment', and your content/ comments may spread far from that of your own social network of friends. This is a major difference between the present and the past in which you would have written 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 out loud to someone. To do so may breach ASA Policy and also the law.

Guidance to parents

Parents of members under the age of 18

There have been occasions where parents of members have used social networking sites to criticise or verbally abuse an organisation, its officers, officials, coaches, teachers, and/or members in an inappropriate and unacceptable manner. This has, in some cases, led to the person who is the subject of the abuse to take action through statutory agencies or statutory legislation to address the comments made.

The ASA has produced a parent's Code of Conduct which can be found in Wavepower on p. 53. Parents are expected to behave responsibly as a spectator at all training sessions, events and activities, and treat members, coaches, committee members and parents of other members of any aquatics organisation, be that your child's organisation or not, with due respect in order to meet the ASA's commitment to equality and diversity.

Parents should be aware that posting any content on a social networking site that breaches the above requirements may breach the parent's Code of Conduct.

Parents who work 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 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.

Further information

The CPSU Briefing Document Social networking services, social media and sport: Guidelines for safeguarding children and young people (2009) 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.

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 ASA has drawn up a list of agencies that you can contact, anonymously if you wish, where you can raise such concerns.

- The National Crime Agency: CEOP Command (formerly the Child Exploitation and Online Protection Centre) at www.ceop.gov.uk or by pressing the CEOP button on Facebook or on the ASA Child Power website.
- Swineline ASA/NSPCC helpline 0808 100 4001.
- If you are under 18 use the 'Your Chance to Talk' form on the Child Power section of the ASA website.
- ChildLine 0800 1111 or www.childline.org.uk.
- www.childnet.org.uk which is an NSPCC support service specifically for young people.

- The local police or Children's Services – their number appears in the phone book, or dial 101.
- The NSPCC helpline 0800 800 5000 or www.nspcc.org.uk.
- The Internet Watch Foundation (IWF) www.iwf.org.uk. The IWF was established to provide a UK internet hotline which can be anonymous for the general 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.

Guidance on communicating with children and young people

When an adult in the organisations communicates with children or young members, they must do so in an appropriate and safe manner whether that is in person, by phone or text, online or via a social networking site.

Wavepower provides guidance on how to react to a child if they disclose concerns or abuse to you in person. However, you may find a member uses other forms of communication to do so, even if you have followed the ASA guidance and not shared your phone, email address or social networking details with that person. Should that happen, we do not want you to stop that communication as it breaches our guidance, but you should advise the welfare officer of the contact immediately and follow the guidance in Wavepower as to how to deal with any disclosure or concern raised.

Generally speaking, if you do not share your contact information with members, they will not find your phone number, email or social network site details. However, if this should happen and they are not disclosing concerns as outlined above, it is important you make them aware that you will not be communicating with them on this medium and inform the welfare officer immediately. The welfare officer will take action as required, ensuring contact by the member is not repeated.

There are exceptions to every rule, and this is outlined in our guidance. However, all those in a position of responsibility in the organisation must remember that they have to ensure they are appropriate at all times with individuals under the age of 18 and maintain appropriate, professional relationships to safeguard the young people and themselves.

ASA Photography Guidance

This guidance applies to all images and videos taken on any type of camera or recording device (including mobile phones). It applies to all training sessions, activities and events run by an ASA affiliated organisation.

It should be acknowledged that although the majority of images taken are appropriate and in good faith, images can be misused, and children can be put at risk if common sense procedures are not observed.

Aims

The ASA Photography Guidance aims to help organisations avoid three potential sources of child abuse:

- The use, adaptation, sharing or copying of images for child abuse purposes, either electronically or in print.
- The possible identification of a child when an image is accompanied by significant personal information, which can lead to the child being 'groomed'.
- The identification and locating of children where there are safeguarding concerns; such cases would include, for example, children who could be compromised by an image because:
 - They have been removed from their family for their own safety.
 - There are restrictions on their contact with one parent following a parental separation.
 - They are a witness in criminal proceedings.

Recommended best practice

- The publishing of a photograph of a member under 18, either on a notice board or in a published article or video recording (including video streaming) of a competition ('Publication') should only be done with parental consent and in line with ASA guidelines.
- A parent or guardian has a right to refuse to have their child photographed. The exercise of this right of refusal should not be used as grounds for refusing entry into a competition. Therefore, any photo that may go to press or on a notice board, be it through a member of the organisation or an official photographer, should receive parental consent before being published or displayed, preferably in writing. A suggested template allowing parents to indicate refusal of consent is provided on p. 117.
- In the case of any event or competition where the host organisation has an official photographer, all parents of members who are attending should be made aware of this in the event details. If photos are to be published anywhere, each individual parent should be given the opportunity to withhold their consent. Their right to do so should be specifically drawn to their attention.

The ASA guidelines state that all photographs for publication must observe generally accepted standards of decency, particularly:

- Action shots should be a celebration of the sporting activity and not a sexualised image in a sporting context.
- Action shots should not be taken or retained where the photograph reveals a torn or displaced swimming costume.
- Poolside shots of children should be above the waist only in a swimming costume, though full-length tracksuit shots are approved.
- Photographs should not be taken from behind the starting blocks or that show young participants climbing out of the pool.

Published photographs may identify the individual by name and organisation but should not state the member's place of residence or school attended. The ASA does not wish to stop parents photographing their child if they wish, but all organisations must ensure they do all they can to safeguard each child's wellbeing.

The official photographer

In some cases, the organisation will ask a member or officer to act as an official photographer for an event and in some cases, they may employ a specialist photographer. Their role is to take appropriate photos that celebrate and promote aquatics.

When taking any image, they should be asked to:

- Focus on the activity rather than the individual child.
- Include groups of children rather than individuals, if possible.
- Ensure all those featured are appropriately dressed.
- Represent the broad range of youngsters participating in swimming – boys and girls, children with disabilities, members of minority ethnic communities, etc.
- Organisations should screen applicants for their suitability (just as they would check any other member of staff or volunteer working with children) and then provide training and information on the organisation's child safeguarding policies and procedures.
- The official photographer (whether a professional photographer or a member of staff) should receive clear instructions, preferably in writing, from the organisation at an early stage.
- The organisation should provide them with a copy of this guidance and a clear brief about what is appropriate in terms of content.
- Images should not be allowed to be taken outside the activity being covered.
- The organisation should determine who will hold the images recorded and what is to be done with them after they have served their purpose.

Guidance on filming children during training sessions

The filming of children during training sessions is not recommended. The requirement for any filming must be justified by the organisation, (e.g. to assist in stroke development).

Assuming filming is justified, written consent is required from the parents of each child who should then be invited to attend the filming and to subsequently view the video.

The individual who is responsible for filming should exercise caution when recording and ensure the content of the footage is appropriate, following the advice outlined above. Filming should cease and/ or the footage destroyed should any concerns be raised or if consent is withdrawn.

Once the footage has served its purpose, it should always be destroyed, unless the need to keep it can be justified.

Mobile phones

Mobile phones should be registered as a camera if it has that facility in order to adhere to our policy on cameras. All organisations need to make their members aware that while the ASA does not support the banning of phones, as children need them to keep in touch with parents, particularly in emergencies, we do support the requirement that phones should emit a 'noticeable sound' if the camera facility is used.

Organisations should also remind members that any photos taken should fall within our guidelines and that if mobile phones are taken into changing rooms, the facility to take photos must not be used.

Please refer to the ASA Changing Room Policy (p. 65) in addition to the guidance on child abuse images on p. 67 and on the use of electronic information on p. 70.

Should photographs or footage of children be posted on an organisation's website?

It is recommended that photographs or footage of individual children should not be kept on an organisation's website, and certainly not with the child's name as this could lead to the child being identified, approached and placed in a vulnerable position. The same applies to printed materials such as an organisation's annual report or kit. Many organisations will use a child's first name, surname or nickname only, with parental consent, so as not to identify them fully.

Parental consent may be withdrawn at any time and the organisation should take all reasonable steps to respect the wishes of the parent/carer.