



Communications and Social Media

Taking photographs of athletes , using websites to publicise activities, contacting parents and guardians about training and competitions for underage athletes , the use of facebook and other social media networks in addition to the videoing of events, competitions, training and coaching sessions are normal daily activities within most clubs. The Code of ethics and good practice for Children’s Sport does not seek in any way to eliminate or curtail these activities but proposes certain safeguards so as to ensure that we minimise the risk or threats that inappropriate use of photographs or the recording of images may pose, particularly for young people.

Communicating with underage Athletes and Crews

Coaches and mentors should never place themselves in a compromising position by texting or communicating via social media sites with underage Athletes. All such communications regarding Rowing activities should be sent via the parents or guardians of the underage Athlete, unless otherwise agreed with the parents/guardians, in writing.

In general, the following should apply when communicating with underage athletes:

- Use mobile phones, if deemed appropriate, only via a group text or email system for communicating with the parents/guardians of Athletes. Any exception to this form of group texting can only be proceeded with following permission from parents/guardians.
- Do not communicate individually by text/email sites with underage Athletes.
- Do not engage in communications with underage Athletes via social network sites.



Web Usage Guidelines

The world of social and digital media is an enjoyable and engaging place and is in itself a useful tool in promoting the clubs and activities within the membership and to a wider audience. We should never shy away from using all forms of social media, however, we must be aware that while these communication tools can be used to our advantage vigilance is also required to ensure that our use of such communication methods must at all times be appropriate.

This Section should be read in conjunction with our Social Media Policies and Guidelines where more detailed information on the different forms of social media and their use is available.

A number of basic guidelines should be put in place when developing the club web site and social network sites eg Facebook, Twitter etc. These guidelines should be adhered to at all times.

GENERAL WEB USAGE GUIDANCE:

- Agree to review the overall maintenance and upkeep of our web site at regular intervals.
- Appoint a web master to manage your web site on behalf of the club.
- Ensure that the web master is answerable to a member of the Club Committee e.g. Chairperson, Secretary, etc.
- Decide at the outset what purpose your web site or social network page serves and include this in your content policy.
- All decisions on the appropriate use of photographic images and other similar content should be in accordance with the Guidelines for Photographic/Recorded Images.
- Agree if you will have a specific youth section and if so also agree the extent and the limitations on its content etc.
- Consult with the Club Children's Officer when designing the web site and agreeing the usage policy and content material
- The web site or social network pages should at all times reflect the ethos of our Club. Neither are platforms for personal opinion. They are a public representation of our sport and should at all times be factual and follow the parameters of good behaviour.
- Agree a procedure in the club for dealing with any complaints or concerns that may be raised about the content of your web site or social network page.
- Agree to review the overall maintenance and upkeep of the web site at regular intervals.



WEB SITE CONTENTS POLICY

- The Club Website and its operator must make all reasonable attempts to insure that web pages are in keeping with the ethos of our Association and do not contain any links to questionable material. Links to external websites are meant for convenience purposes only. No endorsement of any third party products or services should be expressed or implied by any information, material or content referred to or included on, or linked from the Club website.
 - Agree a web site content policy, following discussions with the Committee and our members, including the underage members of the Club. The website content policy will promote our strategy on the safe use of the Internet and also outlines the parameters of behaviour and specifies the consequences of breaching those parameters.
 - Content published on web site or social network page should at all times be factual and follow the parameters of good behaviour.
 - All decisions on the appropriate use of photographic images and other similar content should be in accordance with the Guidelines for Photographic/Recorded Images.
 - Pictures of children/young people which display the name of the child/young person, or in any way link the name of a child/young person with his/her picture are not permitted except on the occasion of recognition for having received an award. Prior permission must be obtained, in keeping with photographic guidelines and if deemed appropriate only first or second name should be used.
 - Content must be submitted for approval to the management committee or the appointed officer.
 - Advocacy of or opposition to any politically or socially controversial subjects, issues, or candidates is prohibited.
 - Disparagement or promotion of any person or class of persons is prohibited.
 - Text, images, sound, or other presentations not suitable for people of all ages, or links to or other promotion of businesses whose products or services are not suitable for people of all ages is prohibited.
 - Content that may be considered not to maintain the dignity and decorum appropriate for our Associations is prohibited.

Social Media Guidelines

- Clubs should only use an organisation page on social media.
- The page should only be used as a communications platform for the club.
- The page should be administered by at least two people appointed by and answerable to the Club Committee. The people appointed should be at ease with use of the social media and if possible comprise of the PRO and/or Children's Officer.
- The page should be checked on a daily basis.
- Posts which do not reflect the ethos of the organisation or could be misinterpreted should be removed immediately.

