

# Digital Communication & Social Media Policy

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## General

SCB aims to keep its members informed of all relevant issues and events which affects them. It will also maintain communications with relevant external bodies.

The primary means of communication will be by use of the Club's website and by e-mail.

Other forms of communication such as the Club's Facebook page and WhatsApp will be used where appropriate, but these will be used informally and without guarantee that all relevant information will be passed on to Members using these media.

## Texts and Emails

The Club will maintain an e-mail system on Mailchimp, or equivalent system, which it will be used for issuing information of interest to the membership as a whole or to groups with specific interests. This will be the primary means of informing Members of competitive and social events and other information which is of interest, and which may require some action to be taken within the short to medium term (up to two months). E-mails will generally provide links to websites where more information is available.

Communication with specific Members will be directed to their individual accounts. Where an e-mail is sent on behalf of the Club, these will be blind copied to avoid disclosing the addresses of the Members concerned.

An e-mail group will be maintained which includes all Members of the Committee. This will be updated as Committee positions change.

A WhatsApp group will be maintained which includes Members of the Coaching staff plus the President and other committee members as required. This will be updated as Committee positions and Coaching staff change.

Members and volunteers must consider whether it is necessary to communicate via text and email. The general principle is that all communications should be open, transparent, and appropriate especially if the communication is with a young person or vulnerable adult.

Good practice is to communicate within a group communication and only with phone numbers and emails provided with consent from the member / volunteer. This may also be via a parent or carer.

#### Risks to be aware of:

- Communication misinterpreted
- Potential investigation (internal or by statutory agencies)
- Potential disciplinary action
- Suspension from the sport

#### The following good practice is also required:

- All phone numbers/email addresses will be kept on electronic file or database with password-protection or restricted access and only accessed by SCB committee members and coaching staff.
- Messages should never contain any offensive, abusive or inappropriate language. They should not be open to misinterpretation.
- All members should be clear that messages should be sent only to communicate aquatics-related matters: details of meeting points, training, meet details, competition results etc. The same message should be sent to every member of the group/team.

#### Internet

The internet brings with it an opportunity for the club to extend our community profile, advertise and communicate easily with our members.

#### Website

The Club's Management Committee will maintain a website at [www.silvercityblues.org.uk](http://www.silvercityblues.org.uk). Its main aim is to provide a repository of information which the Members can rely on to be complete and accurate. It also provides some information about the Club for other members of the swimming community.

It will contain, among other things, sections for.

- General News
- Forthcoming Events
- General information about the Club
- Training arrangements
- Documents including, but not limited to, the Club constitution, policies, procedures.
- The annual Silver City Blues Masters Meet.

#### Facebook

The Club maintains a closed Facebook group to allow sharing of informal information by its members. It will not be used as the sole means of communicating information and will

generally direct Members to where they can obtain more information on a given topic. Members shall not post or discuss unfavourable comments about Coaches or Members, nor other clubs and their members. This will be administered by two members of the committee, as decided by the committee.

The Club will also maintain a public Facebook page. This will be administered by a member of the committee.

Thought should be given to content, tone and how sites or social networking platforms and pages will be monitored. In terms of publishing information and pictures, the following good practice should be noted:

#### *Permissions on Facebook*

- Written parent/carer consent must be obtained for all children aged under 18 before publishing any information or pictures of a child. If the material is changed from the time of consent, the parents/ carers must be informed, and consent provided for the changes.
- Young athletes who have a public profile as a result of their achievements are entitled to the same protection as all other children. In these cases, common sense is required when implementing these guidelines. All decisions should reflect the best interests of the child.

#### *Use of Images and Information*

- Information published on the websites/social networking sites must never include personal information that could identify a member e.g. home address, email address, telephone number.
- Members must never be portrayed in a demeaning, tasteless or a provocative manner.

#### **Concerns**

Any concerns or enquiries about publications or the internet should be reported to the Club secretary – [scbuksecretary@gmail.com](mailto:scbuksecretary@gmail.com) or Club Wellbeing and Protection Officer - [wellbeingandprotectionofficer@silvercityblues.org.uk](mailto:wellbeingandprotectionofficer@silvercityblues.org.uk)

#### **Dropbox Folders**

The Club will maintain a Dropbox folder (with a range of sub-folders) for the use of the Committee to store documents of relevance to the operation of the Committee. This will be administered by the Club Secretary.

The Club will maintain a second Dropbox folder (with a range of sub-folders) for the use of the committee members and the Coaches to store documents of relevance to the work of the Coaches. This will be administered by the Officers of the Club.

#### **Social Networking Sites**

The club operates a WhatsApp group for Members of the Committee where a rapid interchange of information is required over a short period.

The Club also operates a WhatsApp group for members who have opt-in when they become members of the club. It allows mutual communication between members and previous members of the club who have opted to remain in the group.

WhatsApp will not be used for the transmission of information which recipients may need to refer to more than 3 days after it has been sent or to send documents. E-mail is the preferred means of communication in these circumstances.

#### **Permission**

- Access to the group is private and the committee can monitor this and accept and decline requests to join.
- Under 18s will also require permission from parents/carers.

#### **Concerns**

- Informal online “chat” with members around subjects outside the sport/activity will be immediately discouraged within the main WhatsApp group.
- Informal chat may be directed to other WhatsApp chats within the SCB WhatsApp community.
- Private matters or questions should also be discouraged. However, any disclosures will be removed from the site and dealt accordingly by the committee.

#### **Photography & Video**

The aim is to not to prevent bona fide persons from recording footage for performance development reasons or the recording of achievements.

SCB aims to take all reasonable steps to promote the safe use of photographing and filming at all events and activities with which it is associated with and to respond to any concerns raised.

SCB has no power to prevent individuals photographing or filming in public places.

#### **Publishing Images**

SCB will ask for permission to take/use member's image. This ensures that everyone is aware of the way the image will be used. Images will not be shared with external agencies unless permitted by the individual.

Special care will be taken in relation to young people and vulnerable adults.

Swimmers' modesty will be always protected, and action shots will be a celebration of the sporting activity and not a sexualised image in a sporting context.

Action shots will not be taken or retained where the photograph reveals a torn or displaced swimming costume.

No photography or filming are permitted in changing areas, toilets, or showers.

All images and accompanying information will comply with Scottish Swimming policies, where this is within the control of Scottish Swimming

### **Use of Photographic equipment at the SCB Meet**

SCB will give notification prior to event to clubs/swimmers of potential photography/filming during their annual Meet.

Information on the use of photographic equipment will be announced at the commencement of the Meet.

Information about what to do if concerned about photographing and filming will be available at all events.

### **Concerns:**

Anyone behaving in a way which could reasonably be construed as inappropriate in relation to filming or photographing should be reported to the Meet Convenor on the day or the clubs Wellbeing & Protection Officer.

Where appropriate the Meet Convenor / Wellbeing & Protection Officer should report concerns to the police.

Scottish Swimming provides information, guidance, and support to help swimmers manage the media.