CLONTARF
SWIMMING CLUB
Founded 1884

Social Media Policy

This policy provides guidance for members using virtual communities and social media networks as effective communication and promotional tools. These media should be used in a safe and transparent way without exposing young people to risk of harm at the time of posting or in the future. There are positive features with using social media platforms within sport, however there is also potential for there to be a negative impact.

The acceptable use of social media for the benefit of our members is important and this policy aims to maximise the benefits of these technologies, while at the same time minimising the dangers and managing the risks.
The social media platforms used must be moderated by 2-3 adults within a club or region and transparency should always be maintained. The use of media should include a comments disclaimer informing members of the public what is deemed unacceptable postings or comments. Virtual communities are public and allow mass interaction which comes with a certain amount of risk, however, if rules are clearly outlined and pages effectively moderated the risks can be limited.

Clubs and regions should:

Talk to young members about posting safely – do a short workshop with them and find out what platforms they are engaging with, check that they understand the risks and are aware of safeguarding methods.
Have a password held by 2-3 moderators

Post content that is consistent with the aims of the club or region or Swim Ireland. In cases of doubt moderators should confer or consult a Swim Ireland staff member. If in doubt, do not post/retweet/share
Ask parents to give approval for coaches/team managers to communicate with their young people via social networking sites

Obtain parental permission before pictures or videos of young people are posted online.
Use social network pages to promote positive news and events (with permission obtained from any featured individuals).

Moderators should:

Understand the social media platform and spend time familiarising themselves with its capabilities
Activate privacy and location settings and ensure other members are aware of these and only activate the ones required.
Only connect with relevant and safe users/pages – connect with trusted pages or networks. Activity can be monitored first before connecting.

Be a good example by only posting appropriate information, videos, images etc. If there is any doubt check with the Filming and Photography Policy or take advice from the PR Department in Swim Ireland. Moderate comments and posts, do not delete them because you do not like them. If they are not in breach of the comment policy/disclaimer, offer alternative communication via phone/email if you need to follow up with any individual.

Comment Policy/Disclaimer

This can be used as a comment policy or disclaimer:
"Posted comments and images do not necessarily represent the views of [CLUB/REGION]. External links on this page do not constitute official endorsement on behalf of [CLUB/REGION]. While we encourage fans to share thoughts and opinions on our Twitter/Facebook page, we expect that this will be done in a respectful manner, [CLUBREGION] does not agree with or endorse every comment that individuals post on our pages. Our goal is to share information with as many individuals as possible and our policy is to accept the majority of comments made to our profile. A comment will be deleted if it contains: hate speech, profanity, obscenity or vulgarity, nudity in profile pictures, defamation to a person or people, name calling and/or personal attacks, comments whose main purpose are to sell a product, and, comments that infringe on copyrights. All links posted as comments on [CLUB/REGION] posts will be reviewed and may be deleted, if deemed inappropriate. Repeated violations of the [CLUB/REGION] comment policy may cause the author to be blocked from our Twitter/Facebook account."

Using social media

Information posted to social media platforms may be public and viewed by anyone. This should encourage users to only post information they are comfortable sharing with strangers. However, young people do not always recognise the danger of sharing information with a stranger and will treat social media as a means of personal interaction by posting detailed information about themselves. Young people should be encouraged to be careful with the type of information they post to any site.

Club and regional pages are usually public to promote the sport and activities. Public sites should be used to post general information only and should not encourage personal conversation. Information should not contain personal facts or details and should be positive in nature. Even networking sites viewed by invitation only can be infiltrated by potential abusers. Parents should be encouraged to monitor content and any public interactions involving their children. Young people must be actively discouraged from having private conversations with unknown individuals or disclosing their mobile number, email or other contact information.

Young people should be able and encouraged to tell a trusted adult if any communication makes them feel uncomfortable. This should be highlighted by Children's Officers and coaches at squad/team meetings.

Parents and Leaders

There is a briefing note available on the Swim Ireland website providing help with settings on various social media. This will be updated, and further information added as new platforms develop. It is the responsibility of leaders to ensure any interaction with young people on social media is with parental permission, for the purposes of participation and not for the personal gain of the leader. Any inappropriate or personal interaction with a member under 18 by a leader may be subject to disciplinary action.

Cyberbullying

Cyberbullying involves the use of technology via texting, messaging, photographs, social media, etc.; a message may only be posted once, however it becomes bullying behaviour because of the repeated viewings. Young people are easily accessible via phone or computer, so bullying behaviour can continue outside the club environment.

Cyberbullying, as any form of bullying behaviour, is not tolerated in Swim Ireland and may be subject to disciplinary action.

Good Practice Code for using social media

Be responsible for your behaviour when using the internet and social media in your sport, including the content you access and how you behave
Do not deliberately create, browse or access material that could be considered offensive or illegal; if you accidentally come across such material you should tell your parent, coach or your Children's Officer (CO).
Do not use social media or the internet to send anyone material that could be considered threatening, offensive, upsetting, bullying or material that is illegal.

The club/regional social media or website communication channels should be used to provide general information and should not be used to contact or seek out individual members.
Be aware that your social media platforms are potentially visible to everyone and that any issues involving inappropriate behaviour online may be addressed through a disciplinary action.

Do not give out your personal information (such as name, age, address or telephone number online), or that of anyone else.
Do not share your passwords with anyone else.
Do not arrange to meet someone that you have met online unless accompanied by a trusted adult. Rules for using social media are designed to keep young people safe

Mobiles or smartphones should not be used during activities and are not allowed to be used in changing areas.
Bullying behaviour or abuse online can be reported to your parents, the CO or your coach.
Tell your parent, the CO or coach if you have any worries about something seen or experienced online.