



## SISC SOCIAL MEDIA BEHAVIOUR STATEMENT



SISC operates social media accounts, specifically an Instagram and Facebook pages and a Twitter account, where members and parents can see up to date information and photographs/video footage regarding events taking place, current events happening real time and therefore support swimmers at events through electronic participation and communication.

Social networking sites such as, Facebook, Instagram, and Twitter permit users to chat online, post or send pictures and videos, 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. SISC accounts are closely monitored and moderated by our social media admin team. Snapchat and WhatsApp allow the user to have instant communication through both written and photographic messages. 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.

Whilst these technologies provide exciting opportunities for our members, they are accompanied by dangers and negative consequences if abused by users. Social media is a huge part of young swimmers' lives. However, it is important to remember that there are certain behaviours expected of them and of parents/carers. These behaviours relate to Codes of Conduct which swimmers and parents/carers have signed and the publishing of a photograph or video footage on any social networking site is governed by the same requirements as those contained in the photographic consent forms which both swimmers and parents/carers have completed, both when joining the club, and annually thereafter. Photographs and videos taken for use to Club social media platforms should be compliant with the Wavepower and Swim England photography policies.

At SISC, we take the welfare of our members very seriously and with that in mind would like to draw your attention to this definition of cyber bullying as defined by Swim England.

***“Cyber bullying is the misuse of digital technologies or communications to bully a person or a group, typically through messages or actions that are threatening and/or intended to cause offense, anxiety or humiliation”***

In the event of misuse of social media and breach of the Code of Conduct, members/parents should notify the Welfare Team without delay, and any inappropriate content immediately removed from social media platforms.

Detailed below is a guidance for under 18's with regards to social media:

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](http://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.



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- 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 Photography policy. 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 Swim England Policy and also the law.

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.

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 aquatic's organisation, be that your child's organisation or not, with due respect in order to meet SISC and the Swim England 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.