



SAFE
GUARDING
360°

Social Media Guidelines Policy

*Skateboard*GB

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Key Contacts

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SBGB Social Media Guidelines

If you require any of this information in a different language or accessible format, please contact SBGB's Head of Safeguarding by e-mail: safeguarding@skateboardgb.org

1. Background

There has been a growing awareness in sport of the increasing communication by adults and young people on the rapidly developing social media and networking sites and how the majority of communication is conducted using social media. There are both positive and negative aspects to using social networking sites that SBGB and its members should be aware of. It is important to acknowledge that if used properly, social media can be a very effective tool. However, we also know that social media can be abused.

Skateboard GB are committed to remaining aware of, and where possible, eliminating potential risks when using social media, messaging platforms and other online services. Users should be aware that individuals or groups may attempt to influence others through extremist or radicalising content online. We have produced this guidance to help support the skateboarding community in raising awareness of what constitutes good practice.

2. Introduction

- SBGB recognise that the use of social media sites, online gaming (Xbox, Play Station) and participation in E-Sports are increasingly being used as a communication tool of choice by young people
- These sites permit users to chat online, instant message, post pictures, and write 'blogs' etc, through the creation of an online profile, that can either be publicly available to all or restricted to an approved circle of electronic friends.
- Social media platforms have developed to allow the uploading and viewing of video clips, which with the latest cameras and mobile phones becomes ever easier and with the development of live streaming can be instantaneous. This type of content is highly prevalent in skateboarding and integral to the growth, promotion and broadcasting of the sport.
- Social networking can be a great tool to promote individual skateboarders, skate schools, skate initiatives and community projects if used in the correct way. Whilst these technologies provide exciting opportunities, they are accompanied by dangers and negative consequences if abused by users.

- Social media can also be used as a really effective coaching tool. Official social media accounts can be used to celebrate success and advertise / promote events or to provide notifications about admin (e.g membership renewals)
- The purpose of this guidance is to provide a recommendation of best practice to all SBGB Staff, Coaches, Athletes, Members and parents on the use of social networking sites as they relate to SBGB activity. If used correctly, social networking can be a fun, safe and productive activity. Note: Throughout this guidance a young person/ child relates to anyone under the age of 18.

3. Good Practice

Communication and Images

The world of the internet, social media and apps is constantly and rapidly evolving and it is hard to keep up to date, but it is important for parents and for anyone working with young people to develop some understanding of how they use technology, the risks involved and how to keep them safe. Suggested sources of information, mainly intended for parents but useful for anyone, are:

www.nspcc.org.uk/shareaware
www.net-aware.org.uk
www.internetmatters.org
www.saferinternet.org.uk

Parents

Organisations are responsible for the content published on their sites or pages, but parents must accept responsibility for their children's access to and use of computers, tablets and smartphones. See the links above for guidance.

Club websites and social media

When promoting your club and encouraging your members to interact online, there are a few issues to bear in mind in relation to children and young people:

- follow SBGB guidance on the use of images of children (see Photography section below and SBGB's Photography and Videography Guidance here)
- ensure that the content and language on your site or page, including contributions to blogs, forums etc, is not inappropriate for younger visitors and does not link directly to unsuitable material on other sites
- provide a clear process for parents and others to report inappropriate content or online bullying and to request that content is removed
- have a robust procedure for handling and assessing such a report or request and acting promptly to remove the offending content.

For more information, see SBGB's Safeguarding and Child Protection Policy & Guidance.

Children and young people

Children and young people use modern technology as a matter of course, but they don't always understand the risks involved and their parents are not always fully aware of their children's risky behaviour. Online communication and texting can often be used as a means of bullying. 'Cyberbullying' should be treated in the same way as any other form of bullying. www.thinkuknow.co.uk and www.childline.org.uk provide guidance and support for children and young people in different age groups, as well as for parents and carers, on matters such as online bullying, sharing images and 'sexting'.

Coaches and Instructors

When working with children and young people you are advised to:

- where possible have a business phone and a personal phone
- only contact skateboarders on your business phone (or using your organisation's text system)
- avoid using over-familiar language and try to copy in the child's parent/carer
- only communicate regarding organisational matters, not for social or personal contact.

When using social media, it is recommended that you:

- have a personal and a professional page for your social media
- do not allow young skateboarders to follow or be friends with your personal account
- set your privacy settings as high as possible on your personal account
- challenge the way that young skateboarders post or comment to you or others on social media if it is inappropriate
- educate young skateboarders about the boundaries between them and their Coach or Instructor.

Photography, images and video at SBGB events

Publishing articles, photos and videos in club newsletters, on websites, in local newspapers etc is an excellent way of recognising young people's achievements and of promoting your organisation and the sport as a whole. However it is important to minimise the risk of anyone using images of children in an inappropriate way. Digital technology makes it easy to take, store, send, manipulate and publish images.

There are two key principles to bear in mind:

Before taking photos or video, obtain written consent from the child's parents/

carers for their images to be taken and used

- A consent form could be included with the event entry form
- Any photographer or member of the press or media attending an event should wear identification at all times and should be fully briefed in advance on your expectations regarding his/her behaviour and the issues covered by these guidelines.
- Do not allow a photographer to have unsupervised access to young people at the event or to arrange photo sessions outside the event.
- Consent should also be obtained for the use of video as a coaching aid. Any other use by a coach will be regarded as a breach of SBGB's Code of Conduct.
- Care must be taken in the storage of and access to images. An image is personal data and should be treated in accordance with your organisation's Data Privacy Policy.

When publishing images, make sure they are appropriate and that you do not include any information that might enable someone to contact the child

- It is preferable to use a general shot showing participants skateboarding, or a group shot of the prizewinners, without identifying them by name.
- If you are recognising the achievement of an individual skateboarder and wish to publish their name with their photo, DO NOT publish any other information (eg. where they live, name of school, other hobbies and interests) that could enable someone to contact, befriend or start to 'groom' the child.
- Ensure that the young people pictured are suitably dressed, to reduce the risk of inappropriate use.

Most skateboarding activity takes place in areas that are open to the public and it is therefore not possible to control all photography, but any concerns about inappropriate or intrusive photography, or about the inappropriate use of images, should be reported to the safeguarding lead at the event or comp and treated in the same way as any other child protection concern. Parents and spectators should be prepared to identify themselves if requested and state their purpose for photography/filming.

The recording of images or video using any type of camera or photographic equipment, including cameras on smartphones and tablets and action cameras used, should not be permitted in showers or changing areas in any circumstances.

4. Guidance for Coaches, Judges, helpers/volunteers and other officers in a position of trust and responsibility in respect of children in SBGB, an SBGB event or affiliated member

- SBGB members in a position of trust and/or responsibility should only be in contact with young people through any social networking sites via official SBGB channels and accounts.
- A 'position of trust' is a legal term defined in the Sexual Offences Act 2003. In section 22 it is explained as an adult "caring for, training, supervising or being in sole charge" of a child under the age of 18.
- It is good practice to avoid connecting with young people under 18, via your personal social media accounts. Should you need to share coaching advice, feedback and commentary on any post, this should be done in person, via SBGB official social media channels or specific coaching social media channels.
- Coaches should copy in parents/guardians to any communication with skaters under 18. If a child or young person contacts a coach directly without a parent/guardian copied in, the coach will reply, copying in the parent/guardian with a set response indicating as such.
- Social networking sites should never be used as a medium by which to abuse or criticise SBGB, affiliated Home Countries, skate schools, skate parks or members of the skate community. To do so would be in breach of SBGB's Codes of Conduct.
- The publishing of a photograph or video footage on a social networking site is governed by the same requirements as any other media – see the Safeguarding and Protecting Children Policy, Events and Photography Policies.

5. Guidance for young skaters under the age of 18.

In December 2017, UNICEF published a report 'State of the World's Children 2017' which outlined the increased number of young people that are using the internet. The report also examined how the internet increases children's vulnerability to risks and harms, including misuse of their private information, access to harmful content, and cyberbullying <https://www.unicef.org.uk/press-releases/unicef-make-digital-world-safer-children/>

To protect yourself online, SBGB provide the following guidance:

- Do not ask your coach, judge, helper/volunteer or club official to be your social networking site friend – they will refuse as that would breach good practice and the SBGB Safeguarding and Protecting Children Policy.
- Use the internet positively and do not place yourself at risk. Have a look at www.ceop.gov.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 you are talking to the person you believe you are talking to.
- Never share your personal details online and ensure your privacy settings are

secure.

- Ensure that your social media platforms are password protected and that you do not share this password, unless your parent/guardian requests it.
- Always remember that anything you say including photos, pictures and video clips posted on your site may be shared with people other than those for whom it was intended.
- Never post, share or send any photographs, videos or make comments that may be hurtful, untrue and upsetting and you may regret sharing later on or used by other people in a way you did not intend or want.
- Remember that it can be difficult to delete information that has been uploaded to the internet, it may have been shared or copied as soon as it is uploaded.
- Do not put pictures of other skaters on your site without their express permission and/or their parent/guardian. If you do wish to upload such a picture you must get advice and consent from your parent, the other young person and their parent before considering uploading such a photo. This will not prevent you having pictures of your skateboarding friends on your site taken outside of the sporting arena, but it is good advice to always ensure they and their parents are happy with any picture you have of them on your site.
- Always be aware that social networking sites are a method of communication like email and the spoken word. They are bound by the same laws and rules. Such technology is instant and this allows you as the user to react in the 'heat of the moment', where in the past you would have been required to write 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 to the individual concerned as to do so may not only breach SBGB Policy but also the law.
- Remember to report any concerns you have to a responsible adult.

If you'd like general advice as to how to use social media, then please check in with an appropriate person, SBGB's Safeguarding Team or SBGB's Comms & Engagement Team. We want to encourage an open and honest culture around social media use and there is no such thing as a silly question!

6. Guidance to parents of SBGB skaters and members under the age of 18

- With the increased development of technology, a number of internet connected devices are available for adults and young people. The NSPCC (<https://www.nspcc.org.uk/preventing-abuse/keeping-children-safe/online-safety/technology-toys-and-the-internet/>) provides guidance and training for parents on how to keep your child(ren) safe.

- In the overwhelming majority of cases, the benefits of the internet easily outweigh any drawbacks. To keep it that way, parents and children need to know that there are places on the internet which promote racial hatred, contain violent images or pornographic material all of which adults, as well as children, may find distressing. Regrettably it is also true that certain sites will attract a number of adults with a highly inappropriate interest in children.
- Beyond these dangers, other websites have the potential to harm impressionable young people through the presentation of extremist views. Sites may be very disrespectful of other people's religious beliefs or cultural backgrounds or seek to distort history. Sites may also promote anorexia or self-harming, for example, in ways which might attract the attention of a particular child who could, at that moment, be going through a vulnerable or difficult phase in their life. There are other more insidious threats around too. Without the experience to distinguish between genuine and misleading messages, children may be fooled by scams of various kinds. There are, however, a few simple steps which parents can take to help their children use the internet safely.

7. Ways to keep children safe online

- Get to know your child's online habits. Children are inquisitive. They will look to explore the internet as much as they do the real world. Knowing the sites they go to, the people they meet there and what they do will help to keep children safe.
- Stay alert to any sudden changes in mood or appearance, or to any major change in habits or to increased secretiveness. These are often tell-tale signs that something is not right.
- Keep lines of communication open - tell your child they can always talk to you or another trusted adult, such as a teacher or Coach, if they do end up in some sort of trouble on the internet. Make children aware that there are things on the internet which may distress them.
- Spend time with your child(ren) surfing the internet together. Explain the Applications (App), games and social media platforms that are acceptable for them to use and the reason for others not being suitable.
- If your child(ren) mentions that they wish to use an App, game or social media platform that you have not permitted them to, research the area and explain the reason it is not acceptable.
- Spend some time surfing the internet yourself. The more that you know about the internet, the better able you are, in turn, to help your child navigate

around it without coming to any harm.

- Set parental controls.
- Install internet filtering software showing a Child Safety Online Kitemark on your computer. Filtering products with a Kitemark have been independently tested to provide a simple and effective means of support to parents, helping to ensure that a child's online experience is a safe one. The Kitemark scheme is sponsored by the Home Office and Ofcom.
- There have also been occasions where people in the skate community have used social networking sites to criticise or verbally abuse SBGB, its officers, officials, coaches, judges, and skaters in an inappropriate and unacceptable manner. SBGB members found to be abusing or working outside of these good practice guidelines, may be subject to disciplinary action or investigation as outlined in the SBGB Complaints & Disciplinary Procedures.

8. National guidance

The Child Protection in Sport Unit (CPSU) provides a wealth of advice and guidance. In particular, their website provides additional guidance regarding Social networking services, social media and sport It can be accessed via <http://thecpsu.org.uk>.

UK Government Guidance for parents and carers to help keep kids safe online is available here, along with an extensive list of contacts and organisations that can help <https://www.gov.uk/government/publications/coronavirus-covid-19-keeping-children-safe-online/coronavirus-covid-19-support-for-parents-and-carers-to-keep-children-safe-online>

9. What to do if you have concerns

- As a user of a social networking site, whether you are a child, young person 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.
- SBGB has compiled a list of agencies that can be contacted, anonymously if you wish, where such concerns can be raised:
 - o www.thinkuknow.co.uk: the main UK Government website with advice for parents on how to keep children safe online.

- o www.ceop.police.uk: the Child Exploitation and Online Protection Centre (CEOP) is the Government body dedicated to eradicating abuse of children. Concerns about inappropriate contacts between a child and an adult, including online, can be reported directly to CEOP.
- o www.iwf.org.uk: the Internet Watch Foundation (IWF) works to remove illegal material from the internet. If you have found any material you believe to be illegal e.g. child sex abuse images, other obscene material or material which incites racial hatred, you can report it to the IWF.
- o A number of specialist websites contain general advice that may be of help to parents. These include www.nspcc.org.uk, www.barnardos.org.uk, and <https://anti-bullyingalliance.org.uk/>
- o Other sites can offer parents support on broader issues. These include <https://www.familylives.org.uk/>
- o Childline 0800 1111 or www.Childline.org.uk is another NSPCC support service. Using this website, children can talk confidentially to NSPCC advisors online about any issues or problems they may be experiencing, using an application similar to Instant Messenger (IM).
- o Stop It Now freephone 0808 1000 900 or www.stopitnow.org.uk 10.2.9 The Local Police, or if you unsure of the force you need to speak to call 101 and they will direct you or in an emergency situation call 999.
- o Local Authority Children's Services are available for advice and guidance – their number appears in the phone book.

10. Online Safety

Skateboard GB recognises that safeguarding extends beyond social media to all online environments used by our community, including online forums, messaging services, live streaming platforms and other online communication tools. All Skateboard GB members and staff are expected to use digital platforms responsibly, protect personal information and report any online behaviour or content that may place a child, young person or adult at risk. This includes concerns relating to cyberbullying, grooming, harassment, discrimination, extremist or radicalising content, financial scams or any other harmful or illegal online activity. Online safeguarding concerns will be managed in accordance with Skateboard GB's safeguarding policies and procedures.