

## **Social Media Code of Conduct**

It has been necessary recently to advise parents of the need to explain to their children how easily misunderstandings and upset can be caused by things written on Facebook or other social media sites. With this in mind we wanted to set out a few rules/guidelines for the swimmers before we go to Cyprus. This code of conduct applies before, during and after the trip.

It is easy for the swimmers to think of these sites as a nice way to update their friends and family back at home about the trip and hopefully the good time they are having. Great care needs to be taken in the content of these 'postings'. Whilst we hope that everyone enjoys the trip, it is a training camp and permission has been granted from schools for two days of absence to attend. Numbers have been restricted and not all members of the swimming club have been invited. Individuals need to be sensitive especially to these two points. In addition to this we would like all swimmers to respect the following guidelines:-

- Comments/chat/discussion about other individuals should not take place.
- Moans/groans and complaints about anyone/any incident should be addressed to one of the chaperones on the trip and not posted or entered onto any social media site.
- Great care should be taken when photos are posted of other swimmers on the trip. Permission from the individuals should be given before posting any photos of other swimmers. Names, details and comments should not be posted. Coaches and chaperones must not be photographed without their consent and should not be tagged.
- Respect and support should be shown to all other swimmers at all times.

Most young people believe that as long as their privacy settings are in place then their account and postings remain private. However, any entries can be forwarded or printed out by friends or accessed by officials and the site must only be used with this in mind.

Any swimmer found to break these rules whilst on the trip will have their mobile phone / iPod or equivalent confiscated for the remaining part of the trip. Any swimmer found to break these rules prior to or after the trip will be subject to the club disciplinary procedure and may forfeit the opportunity of returning on the training camp another year.

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## **Good Practice Guidelines on the use of Social Networking Sites by Swim England Clubs and Club Members**

Swim England recognises that the use of social networking sites is a rapidly growing phenomenon and is increasingly being used as the communication tool of choice by young people and adults.

While social networking can provide exciting opportunities for helping your club engage with members and the public, it can also present a number of dangers and negative consequences if abused by users, such as:

- Cyber bullying, through posts which are upsetting to people and often inaccurate.
- Causing offence to individuals, or other clubs and organisations.
- Exposure to inappropriate content, or offensive comments or pictures.

Swim England has produced detailed guidance on the use of social networking, which can be found in Wavepower ([www.swimming.org/swimengland/wavepower-child-safeguarding-for-clubs](http://www.swimming.org/swimengland/wavepower-child-safeguarding-for-clubs)). This guidance offers advice to coaches, parents, teachers and officials, as well as other officers in a position of trust and responsibility in respect of children in a Swim England Club.

It is important that clubs have a good understanding of Wavepower's guidance, but for the purpose of this guide, key points to note are:

1. Swim England members in a position of trust and/or responsibility should not be in direct contact with young people through social networking sites.
2. Should a young person in your club request to become a 'friend' on your social networking site, or request that you become a 'friend' on their own social networking site, you should decline if:
  - a. You are in a position of responsibility in respect of that child.
  - b. You hold a position of trust and responsibility in your club.
  - c. Your contact with the child is through a Swim England club and the parent/guardian of the child does not give their consent to such contact.
3. The social network site should never be used as a medium by which to abuse or criticise Swim England members, Swim England clubs, or any member of the public or other organisation and to do so may be in breach of Swim England Rules and Regulations.
4. The publishing of a photograph or video footage on a social networking site is governed by the same requirements as those contained in the Swim England Photography Policy.

Always make sure that you take safeguarding precautions. All images of children under the age of 18 must be:

- › Above the waist; or
- › In full clothing, not swim suits.

You can see the full guidelines in the Swim England Photography Policy.

5. Be wary of publishing any identifying information about yourself or others, either in your profile or in your posts. Remember not to include personal details, such as phone numbers, workplaces, school names, addresses or birthdays.