

# **Social Media**

**Procedures for staying safe online  
for Staff**

The following is a quick guide to staying safe online and should be read in conjunction with the full “Company” policies:

Safeguarding Children Policy

Safeguarding Adults Policy

Social Media and the internet

Acceptable use of IT

IT and Internet use policy.

“The Company” as referred to in this document refers to Bristol City Football Club, Bristol City Academy, Bristol City Women’s Football Club, Bristol City Robins Foundation, Bristol Bears Rugby, Bristol Bears Women, Bristol Bears Academy, Bristol Bears Foundation, Bristol Flyers, Bristol Flyers Foundation, Bristol Sport Foundation, Ashton Gate and Bristol Sport.

#### “Company” Statement

#### ENGAGING IN SOCIAL MEDIA

If you wish to engage in social media in your personal time this requires you to act responsibly, respectfully, and safely at all times.

We also remind you that any communication you engage in via text or instant messaging services will be subject to the same conditions set out within this policy and you must refrain from sending inappropriate messages. **Engagement in social media involving “the Company” or any affiliated clubs should be solely for work related purposes and through official social media accounts as set up by “the Company”.** Any employee found to be engaging in social media activity or discussion forums, where the information provided is either sensitive or could be deemed to harm the reputation of “the Company” (or associated clubs) will be subject to disciplinary action which may result in summary dismissal. Please be mindful of who you choose to follow/like or re-tweet on social media. If you are found to be following anyone whose views could cause detriment to business reputation or any affiliated group reputation, you may become subject to disciplinary proceedings.

(See Site access, IT security and data protection Policy Ashton Gate)

Extract from Safeguarding Children Policy

## Staff Personal Media Guidance and Procedures

Appendix 9.a.

Guidance for Staff

### **DO:**

- gain written parent / carer permission before giving access to U18.
- explain to the parent/carers/player the method of communication to be used and the reasons.
- always use group texts or emails and always copy parents/carers and the designated member of Safeguarding team into all communications with young people.
- make sure texts, emails are only in relation to specific "Club" related activities.
- Report to DSO/SSO any inappropriate communication from a young person.

### **DO NOT:**

- use your personal phone to text a young person connected with the "Club".
- become friends with, follow, or add to your personal social media network any potential, current or former young person (under 19) This includes use of "like".
- use internet or web-based communications to send personal messages of a non-football nature to a child or young person. This includes "banter" or comments.
- use language that is directly or could be misinterpreted as being racist, sexist, derogatory, threatening, abusive or sexualised in tone.
- use the "Club" user- name for personal use.

Any of the above could lead to abuse of a position of trust and breach the standards of professional behaviour and conduct expected by the "Club" and could be the subject of disciplinary procedures.

### **The "Club" will.**

- ensure all privacy settings are locked so that the pages are used explicitly for "Club" matters and not as a place to meet or have private conversations.
- monitor social networking pages regularly and where appropriate, raise any concerns or disciplinary matters.

Please refer to the "Club" policy on Acceptable use of IT and IT and Internet use policy

Remember your Induction training and the "Club" Safeguarding code of conduct.

**Procedures for Youth Produced Sexual Imagery -Guidance for staff** Appendix 10.a.

**Definitions:**

"Youth produced "means Young people sharing images that they, or another young person have created of themselves.

"Imagery "means both still and moving videos.

**Description:**

-A person under the age of 18 creates and shares sexual imagery of themselves with a peer under the age of 18.

-A person under the age of 18 shares sexual imagery created by another person with a peer under the age of 18 or an adult.

A person under the age of 18 is in possession of sexual imagery created by another person under the age of 18.

**Legislation:**

The Protection of Children Act 1978 as amended in the Sexual Offences Act 2003 states that it is illegal to make, posses, distribute any imagery of someone under 18 which is "indecent". This includes imagery of yourself if you are under 18. **Note that the sharing of sexual imagery of people under 18 by adults constitutes sexual abuse and will lead to an immediate police referral.**

**What should you do?**

-You should NOT view the imagery.

- Refer the incident to the Club DSO or SSO (Maggie Martin 07880140411) as soon as possible and within 24 hrs.

**What will happen next?**

-The DSO will hold an initial review meeting with appropriate staff.

-Subsequently there will be interviews with young people involved (if appropriate)

-Parents will be involved as soon as possible (unless there is a definite reason not to).

- If at any stage it becomes apparent that a young person has been harmed or at risk of harm or that a criminal offence may have been committed the SSO will make a referral to the Police or Social care. This would include where an adult is involved, violent acts, or the young person is being blackmailed or groomed.

**At all times the victim's well- being will be of paramount importance.**

## DO

- Use common sense when posting
- When engaging with other users be positive
- Remember social Media is instant communication
- Only use official imagery that you have checked is acceptable ( ask communications team)
- If you want to design your own social media **always** seek permission from communications team

**If in doubt check with Communications or Safeguarding team.**

## DO NOT:

- Use abusive, indecent or insulting words yourself. (This includes any inappropriate reference to ethnic origin, colour, race, nationality, faith or religion, gender, sexual orientation or disability. **Be aware** that if you share or retweet anything of this nature you then become responsible for the content.)
- Agree with any negative comments regarding and areas of “the Company”.
- Respond to fan/press complaints or concerns.
- Mention any information that is sensitive or confidential to “the Company”
- Reveal news on team selection, injury, or contractual arrangements.
- Post or re-post other users’ content without first checking that the content is appropriate
- Bring “the Company” sponsors or partners into disrepute, compromise or undermine the organisation, express moral views or opinions or comments that criticise the organisation or others. (contact the communications team for advice.)

**Remember if it is negative it is not worth engaging with.**

**If in doubt check with Communications or Safeguarding team.**