

Policy Overview

Social media is changing the way we communicate.

This policy has been developed to inform our orienteering community about using social media, so people feel enabled to participate, while being mindful of their responsibilities and obligations. This policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to British Orienteering.

This policy contains British Orienteering guidelines for the orienteering community to engage in social media use. It includes details of breaches of the policy.

In circumstances where guidelines about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from British Orienteering's Communication Officer.

Underlying principles

This policy complements British Orienteering's core values:

Vision: Orienteering is the 'go to' outdoor sport for people wanting to test themselves physically and mentally

Mission: To lead, govern, promote and develop orienteering in the UK

Values: • Respect • Fairness • Collaboration • Integrity • Excellence • Diversity and Inclusiveness • Transparency

Strategic objectives:

The strategic objectives are based around the three focus programmes of Participation, Competition and Podium success.

These focus programmes are supported by the Underpinning Programmes of Volunteers; Profile & public image; Working with partners; Leadership & good governance and Financial sustainability.

Coverage

This policy applies to all persons who are involved with the activities of British Orienteering, whether they are in a paid or unpaid/voluntary capacity and including:

- all employees of British Orienteering
- members of British Orienteering
- affiliated orienteering clubs and associations
- persons appointed or elected to British Orienteering boards, committees and sub-committees and steering groups
- support personnel, including Team Managers, Physiotherapists

- coaches and assistant coaches
- athletes
- event officials
- other volunteers
- spectators and family members.

Purpose and Scope

British Orienteering recognises the developing range of technologies used to inactively share, create and discuss issues and content as extremely positive and encourages individuals and the orienteering community to use social media to promote themselves, their clubs, their achievements and the sport of orienteering.

However, British Orienteering will challenge anyone using social media either intentionally or by association to insult, slander, create a risk to personal safety or abuse any individual, organisation or the sport of orienteering.

This policy is applicable when using social media as:

1. An officially designated individual representing British Orienteering on social media; and
2. If you are posting content on social media in relation to British Orienteering that might affect British Orienteering, products (e.g. Xplorer, Xplorer Schools, Recognised Centres, Permanent Orienteering Courses), events, sponsors, members, participants, staff, volunteers or reputation.

This policy provides guidance for all members, connected participants, clubs, volunteers and employees to help them understand the acceptable standards of use of social media in orienteering. It sets out best practice designed to assist everyone in understanding what the potential risks are in using social media and how these can be managed.

The pace of change in technology means that it is not possible to identify a definitive list of all forms of social media which this policy applies to. It is to be read as applying to all forms commonly understood to be social media and used as such. This policy is to be read in conjunction with the Codes of Conduct and you are reminded that misuse of social media can result in Disciplinary Action being taken against a member, connected participant, volunteer or employee.

PLEASE NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to British Orienteering or its competitions, clubs, participants, volunteers, products, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to British Orienteering may still be regulated by other policies, rules or regulations of British Orienteering.

Definition of Social Media

Social media is the collective of online communications and media channels dedicated to community-based input, interaction, content-sharing and collaboration via a range of technologies such as desktop, laptop, tablets, smartphones and other internet enable devices. Websites and applications dedicated to forums, micro blogging, social networking, social bookmarking and wikis are among the different types of social media and examples of social media platforms include, but are not limited to,

Facebook, YouTube, Instagram Messenger, WhatsApp, Twitter, Pinterest, Google+, Wikipedia and LinkedIn.

Usage

Whilst clubs and athletes are encouraged to use social media to positively promote their clubs, themselves and their achievements and the sport of orienteering, the balance between the right to free speech and the responsibility not to insult, slander, abuse or create risks to anyone's personal safety must be borne in mind. This policy seeks to assist each person in knowing how to achieve that balance.

Using social media in an official capacity

You must be authorised by British Orienteering's Communication Officer before engaging in social media as an official representative of British Orienteering. This includes all members of staff and volunteers who maybe attending events and uploading reports and results on behalf of British Orienteering.

To become authorised to represent British Orienteering in an official capacity, you must have completed British Orienteering's Social Media Acceptable Use Agreement. Once the form has been completed, signed and returned to the Communications Officer at British Orienteering, you will then be allocated the relevant passwords to gain access to the British Orienteering's social media (Facebook and Twitter) for the time of reporting.

By having access to British Orienteering's social media networks (e.g. Facebook and Twitter) you are an extension of the British Orienteering brand and should represent British Orienteering appropriately online always.

PLEASE NOTE: This password will only be active for the time of reporting and will be changed regularly by the Communications Officer.

Managing your online presence

An online presence through a website or social media platform should adhere to the following guidelines:

- All social media accounts will be password-protected, and at least 3 member of staff/club officials will have access to each account and password
- The accounts will be monitored by a designated person, who will have been appointed by the club committee
- The designated person managing the organisations online presence will where required seek advice from the British Orienteering Safeguarding Lead to advice on safeguarding requirements
- A designated supervisor will remove inappropriate posts by children, staff or volunteers explaining why, and informing anyone who may be affected (as well as the parents/carers of any children involved)
- Accounts pages and events will be set to 'private' so that only invited club members can see their content

- Identifying details such as a child's home address, school name or telephone number shouldn't be posted on social media platforms
- Any posts or correspondence will be consistent with the organisational aims
- Ensure children, young people and parents or carers are made aware of who manages social media accounts and who to contact if they have any concerns about the running of an account
- Parents or carers are asked for their approval to communicate with their children through social media, or by any other means of communication
- Parents or carers will need to give permission for photographs or videos of their child to be posted on social media
- All accounts and e-mail addresses will be appropriate and fit for purpose

Good Practice Guidance

You must also adhere to the following guidelines when using social media related to British Orienteering.

Use common sense

Whenever you are unsure as to whether you should or not publish the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, maybe be blurred. Remember, you are an ambassador for British Orienteering and the sport of orienteering.

Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that an individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Honesty

Your honesty – or dishonesty – may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. British Orienteering recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. All information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Risks and general advice

As well as the many and powerful opportunities social media allows, there are a number of potential risks for people, particularly children and young people, of using social media sites. These risks include cyber bullying, grooming and potential abuse, identity theft and exposure to inappropriate content. There is some simple advice that everyone should consider when using social media sites;

- Familiarize yourself with the privacy and security settings for the sites you're using and learn how to use them.
- Find out how to report concerns about inappropriate content to the people who run or moderate the site.
- Think about what information you'd be willing to share with friends, acquaintances and strangers, offline in the 'real' world. Moderate your online information sharing accordingly.
- Don't give out personal information such as address, mobile number, your current location etc...
- Bear in mind data protection legislation regarding retaining and distributing personal information about yourself and others.
- Some social media sites have a minimum age for members. Facebook for example has a minimum age of 13 for anyone having a profile.
- Always be aware that social networking sites are a method of communication, like writing a letter or speaking to someone face-to-face. They are bound by the same laws and rules. Don't react in the 'heat of the moment' and then come to regret it later. What you write on social media can be there forever and as such should be considered in the same way as writing a letter or speaking directly to someone. Think before you type!

Guidance for young people

Although organisations, such as British Orienteering, can put in place guidance and safeguards, it is important that children and young people are aware of the risks online and reduce the risk to them as much as possible.

- Be safe and smart online. Help protect yourself from difficult or dangerous situations. Visit www.thinkuknow.co.uk or www.ceop.police.uk and read through the tips and advice.
- Only invite or accept 'friend requests' from people you actually know. Don't ask those people in a position of authority to be your friend e.g. coach or teacher, it could be embarrassing for both of you and it would be poor practice to share too much personal information.
- Don't give out personal information such as address, mobile number, school you attend or your current location.
- Set your privacy and security settings to private or 'friends only'.
- Don't upload photos or send comments that may be hurtful to others.
- When uploading photos, always make sure you and any others in the image are happy for them to be online. Don't upload inappropriate or embarrassing photos.
- Consider that anything you put online including your status, comments, tweets and photos etc... may be shared or viewed by more people than you originally intended. Once it's out there and seen...you can't take it back.
- If you are worried about something that is happening online speak to your parents, an adult you trust, your school teacher, British Orienteering or visit www.ceop.police.uk.

Guidance for members, volunteers, athletes and coaches

The following guidance will help to protect your privacy and prevent allegations against you. We strongly advise coaches and other volunteers communicating with children and young people do not use social media. The informality of social media could lead to misunderstandings and misuse. Good practice points for consideration include:

- Do not follow or friend children or young people from personal accounts on social media
- Ensure any social media content posted is accurate and appropriate
- Do not communicate with young people via personal accounts or private messages
- At least one other member of staff/volunteer should be copied into e-mail sent to children and young people
- E-mails should be signed off formally, avoiding the use of emojis or symbols such as kisses (X's)
- Any disclosures of abuse reported through social media should be dealt with in the same way as a face to face disclosure by following the safeguarding incident reporting procedures
- Smartphone users should respect the private lives of others can not take or distribute pictures of other people if it could invade their privacy
- Staff/volunteers and young people must not engage in 'sexting' or send pictures to anyone that are obscene, indecent or menacing
- If you are in a position of trust with a child or young person we advise you not to accept their friend requests or communicate with them via social media.
- If you communicate with anyone under the age of 18 make sure you have permission to do so from parents/carers. Always copy another colleague, welfare officer or moderator into the message/communication.
- Remember that any photos, video clips and comments uploaded to the internet may be there forever, even if you delete them, and they may also be viewed by people you don't expect. Make sure photos, video clips and comments are appropriate for everyone to view and seek the relevant permissions. Do not upload photos or video clips of children and young people without parental consent.
- Don't comment on the performance (either positive or negative) of any athlete's you coach.
- If you are worried about any young person, use your organization's reporting procedure and/or report your concerns to www.ceop.police.uk

Guidance for clubs

If your club or association has decided to have a social media presence, those involved in maintaining this should be aware of the following advice:

- Learn how to use the service you would like to provide – for example if you have chosen to use Facebook make sure you understand how it operates, how are the privacy settings used, what safeguards are already in place and how you can use them.
- Manage your social media – Nominate a moderator or responsible person to manage the site and content. This person will need to be trained in how to spot the warning signs of bullying and grooming.
- Target the right age group – Make sure the content of the site is relevant to the age group you are targeting. No illegal, inappropriate or adult content is allowed. Do not target children under the age that may be restricted for the site, e.g. for Facebook those under the age of 13.
- Promote safety – Make sure users know how to protect themselves online and promote websites where they can receive support and advice such as www.thinkuknow.co.uk and www.ceop.police.uk.

- Personal details – do not ask users for personal or contact details including their full name, age, address, school, college or current or home location.
- Use the right images – adhere to the British Orienteering guidance on the use of photographic images.

Using mobile phones or other digital technology to communicate

When using mobile phones (or other devices) to communicate by voice, video or text (including texting, e-mail and instant messaging), we'll take the following precautions to ensure young people's safety:

- Staff/volunteers should avoid having children's or young people's personal mobile numbers and will instead seek contact through a parent or carer
- Seek parental/carers permission on each occasion it's necessary to contact children or young people directly; the purpose for each contact will be clearly identified and agreed upon
- Arrange a method of accountability, such as copies of texts also being sent also being sent to club welfare officers or to parents/carers
- Texts are used for communicating information only, such as reminding children or young people about upcoming events, which kit to bring or session timings and not to engage in conversation
- If a young person interprets such communication and tries to engage staff/volunteers in conversation, then the following steps will be taken: end the conversation and stop replying, suggest discussing the subject further at the next session, if concerned about the child, provide contact details for the club welfare officer or appropriate agency

Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of British Orienteering, Club Publicity Officer for XYZ Orienteering Club); and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble – it may not have legal effect.

Reasonable use

If you are an employee of British Orienteering, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of British Orienteering's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of British Orienteering.

Remember, if you are online, you are on the record – much of the content posted online is public and searchable.

Within the scope of your authorisation by British Orienteering, it is perfectly acceptable to talk about British Orienteering and have a dialogue with the orienteering community (e.g. clubs, volunteers), but it is NOT okay to publish confidential information of British Orienteering. Confidential information includes things such as details about unreleased new product information and unpublished details about, e.g. GBR team selections, coaching practices, financial information. This includes information that you would not know about if you were not a member of staff. You should not use your personal

social media accounts to publish new developments, new partners, etc. All communications and announcements must come direct from the social media accounts of British Orienteering. It is okay to retweet this announcement via your personal social media accounts once live on the British Orienteering social media platforms.

Permission should always be sought if the use or publication of information is directly related to an individual. Parental or guardian consent is mandatory.

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. In every instance, you need to have consent of the owner of copyright in the image.

Guidance on use of photographic images and video clips

British Orienteering is keen to promote the positive image of children and young people taking part in orienteering. It is important to use positive images on marketing material, the website and on social media. There are however a number of considerations to be made;

- Only suitable and appropriate images and video clips should be considered for official use.
- Those in the photographs or video clips should be appropriately dressed, wearing suitable kit and following safety precautions.
- If using images or videos of children and young people, they should focus on the activity or event taking place and not just focusing on a particular child.
- Permission should be sought in writing or via email for images or videos of children and young people to be used. This permission should be from individual child/young person and parent/guardian.
- When seeking permission, check that the child/young person and parent/guardian are happy for the image or video to be published together with the name of the child/young person. It may be that they give partial permission in that they are happy for the image or video to be used but not for the child/young person to be directly named.
- Regarding group photos of children and young people, it is good practice to name (if required) those included in the image in alphabetical order and not by the order in which they appear in the shot. This makes direct identification more difficult.

Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including misleading and deceptive content.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and British Orienteering own copyrights and brands (e.g. Xplorer).

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author / source. It is good practice to link to others' work rather than reproduce it.

Discrimination, sexual harassment and bullying

The public in general, and British Orienteering employees and members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media, you may also be bound by British Orienteering values and Anti-Discrimination, Harassment and Bullying Policy Code of Behaviour.

Avoiding controversial issues

If you see any misrepresentations made about British Orienteering in the media, please point this out to the Communications Officer.

Dealing with mistakes

If any errors are made while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses British Orienteering of posting something improper (such as their copyrighted material or misquote), address it prompt and appropriately and if necessary, seek legal advice from British Orienteering's Communications Officer.

Branding of British Orienteering and its products

Where permission has been granted to create or administer an official social media presence for British Orienteering, you must adhere to the British Orienteering's Brand Guidelines.

Related policies

- [Policies and Procedures](#)
- [Privacy Policy](#)
- [O Safe Policy - Children](#)
- [O Safe Policy - Adults](#)

Reporting Concerns

Safeguarding is everyone's responsibility, as is creating and maintaining the high standards of behaviour expected of people in the sport of orienteering. For these reasons, everyone is encouraged to report concerns of misuse or inappropriate usage of social media to the Appropriate Authority, within British Orienteering, or outside of it.

Any potential safeguarding issues must be reported to the Lead Safeguarding Officer by e-mailing safeguarding@britishorienteering.org.uk or calling 07540 150963

Further information to keep children safe online

Child Exploitation and Online Protection Centre (CEOP) - <https://www.ceop.police.uk/safety-centre/>

Childnet - <https://www.childnet.com/>

The UK Safer Internet Centre - <https://www.saferinternet.org.uk/>

Childline - <https://www.childline.org.uk/info-advice/bullying-abuse-safety/online-mobile-safety/>

Net Aware - <https://www.net-aware.org.uk/>

Share Aware - <https://www.nspcc.org.uk/keeping-children-safe/online-safety/>

Thinkuknow Activity - <https://www.thinkuknow.co.uk/parents/Support-tools/home-activity-worksheets/>