



fitmumsTM
and friends

Social Media Policy

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Part 1 - Social Media Guidance

Fitmums and Friends reserves the right to add to amend the terms of this policy at any time without notice; therefore the latest version of this document should always be reviewed for the most up to date terms, as its rules will supersede any previous versions.

If any club members or parents of young athletes have concerns regarding conduct on Fitmums and Friends club social media channels or by club members as outlined in this document they should contact the local club Welfare Officer (listed on relevant club website page) or the overarching Welfare Lead for the Charity (as listed on website).

The relevant Welfare Officer, working with other officers in the club, will then ascertain what action is appropriate. Depending on what actions are deemed necessary, the club may:

- notify the Social Media Lead to remove comments or posts and/or ban users from club social media/online channels
- report individual users to the appropriate social media provider, following the reporting procedures of these organisations/companies
- initiate club disciplinary procedures
- report misconduct to other external bodies if this is deemed necessary. These bodies may then take their own action as they deem appropriate

Purpose of the Guidance

The purpose of this guidance is to provide guidelines on the proper use of social media communications. 'Social media' in the context of these guidelines refers to a number of online platforms, including but not limited to:

- Blogs (written, video, podcasts)
- Micro-blogging websites e.g. Twitter
- Social networks e.g. Facebook, foursquare, LinkedIn, MySpace, Bebo
- Forums/message boards
- Content-sharing (photos, videos, audio) e.g. Instagram, YouTube, Flickr, Flotrack
- Any other website where user comments are an available feature

Scope

This guidance applies to all club members including athletes, coaches, officials, volunteers and employees.

Online Conduct and Codes of Conduct

Individuals involved in the sport of athletics in a number of roles are required to conduct themselves in accordance with the relevant codes of conducts. Roles which have a specific code of conduct include:

- Athletes
- Coaches

- Team managers
- Parents
- Officials

The behaviours covered in these codes of conducts include online behaviour, such as when using social media. These codes of conduct can be viewed at <https://fitmums.org.uk/club-policies>.

Social Media

Fitmums and Friends recognises that social media can be a useful tool for volunteers, members, coaches and officials to:

- build relationships with current and potential members
- make people aware of events, activities or work that the club is involved in
- make positive statements about the successes and activities of members, clubs, volunteers, coaches and officials
- raise awareness of the work done by both the club and organisations it partners with
- answer queries people may have about the availability of activities, services, support or other information.

The primary sources of such communication are the club's social media accounts at:

- Facebook
 - Main page (<https://www.facebook.com/fitmumsnetwork/>)
 - Club pages (one for each active club)
 - Juniors page (<https://www.facebook.com/fitmumsjuniors/>)
 - Buggy page (<https://www.facebook.com/fitmumsbuggy/>)
 - Cycle page (<https://www.facebook.com/fitmumscycle/>)
- Twitter (<https://twitter.com/FitmumsF>)
- Instagram (<https://www.instagram.com/fitmumsandfriends/>)
- YouTube (https://www.youtube.com/channel/UCnH_PJF3vPwz44HXy_xHM-Q)

Club members who wish to communicate through additional pages or channels should contact the club's Comms Lead in the first instance to discuss the options available.

The club's social media presence complements the club website at <https://fitmums.org.uk>.

Guidance and policies for each individual platform can be found at:

- Facebook <https://www.facebook.com/policies>
- Instagram [https://help.instagram.com/325135857663734/?helpref=hc_fnav&bc\[0\]=Instagram%20Help&bc\[1\]=Privacy%20and%20Safety%20Center](https://help.instagram.com/325135857663734/?helpref=hc_fnav&bc[0]=Instagram%20Help&bc[1]=Privacy%20and%20Safety%20Center)
- Twitter <https://help.twitter.com/en/rules-and-policies>
- YouTube <https://www.youtube.com/about/policies/#community-guidelines>

Personal Conduct

Fitmums and Friends respects all its member's right to a private life. However, the club must also ensure that confidentiality and its reputation are protected at all times.

If committee members, coaches, officials or others holding a formal position or position of authority within the club do discuss club related activity on social media (for example, giving opinions on their specialism), they should include on their profile in their comments a statement along the following lines: *"The views I express here are my own and do not necessarily reflect the views of Fitmums and Friends."*

Those who hold positions of responsibility in the club [e.g. club coordinators, coaches, etc.] should not make comment on controversial issues with which they have a connection in their role at the club as it may be taken as a statement indicating the position of Fitmums and Friends.

Any communications that club members make in a personal capacity through social media must not:

- bring the club into disrepute, for example, by:
 - making defamatory comments about individuals or other organisations or groups;
 - posting images that are inappropriate or links to inappropriate content;
 - being seen to support (for example by 'liking' on Facebook or retweeting on Twitter) a comment or post that would fall into any of the above categories (note: a comment may be retweeted purely to make people aware of it but this may be misconstrued as showing support for the statement retweeted).
- breach confidentiality, for example by:
 - giving away information about an individual (such as a fellow volunteer or athlete) or organisation
 - revealing information held by the club where there would be reasonable expectation of confidentiality;
- breach copyright, for example by:
 - using someone else's images or written content without permission; or failing to give acknowledgement where permission has been given to reproduce something;
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
 - making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
 - using social media to bully another individual; or
 - posting images that are discriminatory or offensive.

No comment should ever be made about an individual or subject that:

- exposes someone to hatred, ridicule or contempt
- causes them to be shunned or avoided
- lowers them in the estimation of 'right thinking' members of society
- disparages them in their office, profession or trade.

All use of a social media platform must follow its user rules and guidelines.

Personal Websites and Web Blogs

Members are free to set up such sites on the internet but must not use the Fitmums and Friends logo or resources without the consent of the Chief Officer, Deputy Chief Officer or Comms Lead.

Members should be aware that in writing a web blog, it is at entirely at their own risk and should not contravene their responsibilities detailed in this policy. If members choose to write about their role within Fitmums and Friends, or discuss other members, coaches or volunteers, they should first seek consent from the club and the individuals concerned, they should also state on the site that the views they express are theirs only and do not necessarily reflect the views of the club.

Individuals should also take care to ensure that information contained on web blogs does not breach confidentiality especially those holding roles such as coaches and team managers.

Contact with Under 18s

Adults should not use personal (as opposed to public) messaging functionality available on social media channels to communicate with under 18s.

Adults should also consider carefully any communication made on public functionality, such as Facebook Pages, where this is likely to be seen by Under 18s and that adults should act in an appropriate way on these social media resources too.

Security and Identify Theft

Members should be aware that social networking websites are a public forum, particularly if part of a “network”. Members should not assume that their entries on any website will remain private.

Reporting Concerns and Disciplinary Action

Members should note that any breaches of this guidance may lead to disciplinary action. Serious breaches of this guidance, for example incidents of bullying of other club members, inappropriate usage or social media activity causing serious damage to the club, may lead to club membership being terminated.

Note also codes of conduct for roles including coaches, athletes, officials, parents and team managers are published by UKA. Breach of these codes of conducts, including in the use of social media, may also result in disciplinary proceedings by UKA and/or England Athletics. Users of a social networking site may at some time have a concern about what they are seeing or being told about by another user. Concerns may range from negative or abusive comments, and cyber bullying to suspected grooming.

If a member has any such concerns, they should contact their local club Welfare Officer in the first instance for guidance and failing that should contact the overarching Welfare Officers for the wider charity.

If any club members or parents of young athletes have concerns regarding conduct on Fitmums and Friends social media channels or by club members as outlined in this document, they should contact their local club Welfare Officer in the first instance for guidance and failing that should contact the overarching Welfare Officers for the wider charity.

For matters relating to inappropriate contact with Under 18's, in line with procedures in the sport, these should be reported to the Lead Safeguarding Officer for the sport of athletics:

Lead Safeguarding Officer – David Brown CBE dbrown@uka.org.uk or 07841 504 300.

For matters relating to bullying and club member conduct, in line with procedures should be reported to the Lead Welfare Officer for England Athletics:

Lead Welfare Officer – Jane Fylan jfylan@uka.org.uk 07803 671 975.

If you believe that you have witnessed possible criminal activity please report this activity to the police.

Part 2 - Social media content sharing

Fitmums and Friends is regularly asked to share content on its social media platforms by third parties, including individuals, race organisers, charities, NFPs and community organisations, companies, etc. The requests ask us to promote products, services and events to our member audience on their behalf.

This document outlines the criteria by which Fitmums and Friends will decide which content to share. It addresses commercial, 'active' events and community events separately.

1) Commercial (products, services and non-active events that are run for profit)

Fitmums and Friends will share content that meets the following criteria:

- The provider is offering a discount to Fitmums and Friends members

Where requests do not meet this criterion, Fitmums and Friends will also share a maximum of four (4) posts each month on its main Facebook page in return for a donation of £20.00 per post to the charity's funds.

Commercial posts are not permitted as 'Visitor' posts on Facebook pages; organisers will be advised and posts will be deleted.

2) 'Active' events (races, track/cross-country meetings, fun runs and events, etc.)

Fitmums and Friends will share events that meet one or more of the following criteria:

- The event is organised or promoted by an organisation with which we have a working relationship or which is one of our stakeholders. This includes organisations such as CRUK, LKR Events, Tape2Tape, Dove House, county sports partnerships, local CCGs and councils.
- The event is traditionally popular among Fitmums and Friends members, for example Ferriby 10, Beverley 10k, Haltemprice 10k, Yorkshire Coast 10k.
- The event is one at which Fitmums and Friends wants to encourage individuals and/or teams to represent the club, including local, county and national athletics events.
- If an event does not fulfil any of the above criteria but is within 45 miles of a Fitmums and Friends club, the organiser will be directed to the local club coordinator to discuss promoting the event on the local club's Facebook page.
- If the event does not fulfil any of the above criteria, organisers will be permitted to post their event as a 'Visitor' post on the relevant Facebook page(s).

Organisers of all 'active' events will be invited to list their event(s) on the website at <https://fitmums.org.uk/events>

3) Community events

As community events are local in nature, requests to promote community events will be directed to the local club coordinator to discuss sharing the event on the local club's Facebook page.

Part 3 - Social media: Overview of platforms

Which social media platforms are right for Fitmums and Friends?

To use social media in a way that builds our following and allows us to communicate with our audiences, we need to have an understanding of the best social media for business, each platform's unique purposes and which platform(s) our target audiences use. This document outlines which social media platforms Fitmums and Friends uses, why we use them, how we use them and who we use them to communicate with.

Purpose	Benefits to Fitmums and Friends	Tools	Average age range	Gender	Post frequency
Facebook (social) To make connections Establishes an organisation as an authority through interesting content and informational posts Ideal for sharing personal stories, testimonials, detailed information	Builds relationships with members – encourages dialogue Creates virtual groups which support the physical clubs Builds brand awareness, reputation and loyalty Provides information to current and potential members	Direct messaging provides customer service Paid advertising can be targeted to specific audiences Events listing	25-45	60% female 40% male	As needed Max 1-2 times/day
Twitter (social) To make connections Shares breaking news and quick, concise updates	Strengthens brand profile Maintains relationships with our partners and stakeholders	Hashtags and tags allow us to reach a wider audience than just our followers	18-29	50% female, 50% male	As needed Max 3-4 times/day
Instagram (media) To post, share and engage through visuals (photos, video, etc.) rather than the written word To create a feeling around a brand via amazing imagery, compelling captions and hashtags	Builds brand awareness Reaches members not on Facebook	Hashtags	18-40	58% female, 42% male	As needed Max 1 time/day
You Tube (media) To share and edit videos, create playlists, and prompt discussions	Informational and entertaining videos engage our audiences and build brand reputation	Opportunity to 'educate' via tutorials, e.g. Sand C, mental health benefits, etc.	16-65+	>50% female <50% male	As needed

Note:

Social networks – connect with people;

Media sharing networks – share photos, videos and other media

Sources:

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How to Instagram:

<https://blog.hootsuite.com/how-to-use-instagram-for-business/>

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