



## SOCIAL MEDIA POLICY

This social media policy applies to all those involved in the sport of basketball under the jurisdiction of Basketball England. All such individuals have a responsibility to act according to the highest standards of integrity, and to ensure that the reputation of basketball is beyond reproach. The guidance is not listed in a set order or sequence as there is cross over information which applies equally to club and personal use. Further guidance is available in the Basketball England's Appropriate Communication Policy.

This policy contains Athlete Evolution guidelines for the community to engage in social media use. It also includes details of breaches of the policy. In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

### Coverage

This policy applies to all persons who are involved with the activities of Athlete Evolution, whether they are in a paid or unpaid/voluntary capacity and including, but not limited to:

- employees of Athlete Evolution;
- support personnel, including parents/guardians;
- coaches and assistant coaches;
- athletes;
- referees, umpires and other officials;
- any official designated individual representing Athlete Evolution on social media

### Scope

**Social media** refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+ etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing Athlete Evolution on social media; and
2. if you are posting content on social media in relation to Athlete Evolution that might affect Athlete Evolution's business, products, services, events, sponsors, members or reputation.
3. Personal use of social media and what is and is not acceptable.
4. Use of social media for communication purposes.



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 Athlete Evolution or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse of social media in a manner that does not directly refer to Athlete Evolution may still be regulated by other policies, rules or regulations of Athlete Evolution.

Any person who expresses their own personal opinions and views does so with the knowledge that they cannot bring Athlete Evolution, or any of its members (Coaches, Players, Administrators, Managers etc) into disrepute.

### **Guidelines**

You must adhere to the following guidelines when using social media related to Athlete Evolution or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

#### ***Use common sense***

Remember, you are an ambassador for Athlete Evolution. Avoid publishing personal opinions, stick to the facts.

#### ***Protecting your privacy***

Refrain from posting content that is not intended to be publicly available. 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***

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. Athlete Evolution 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. You should assume that 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.

#### ***Use of disclaimers***

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of Athlete Evolution) 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 Athlete Evolution, 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 Athlete Evolution's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Athlete Evolution. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our organisation, personal details of members e.g. team, coaching practices, financial information and trade secrets. When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so. Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, 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. This could include accidents, incidents or controversial behaviour. In every instance, you need to have consent of the owner of copyright in the image.

### ***Complying with applicable laws***

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or 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 Athlete Evolution's own copyrights and brands. 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***

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 are also bound by Athlete Evolution's values and Code of Conduct.

### ***Dealing with mistakes***

If an error is 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.

### ***Conscientious behaviour and awareness of the consequences***

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership/employment at risk. You should always follow the terms and conditions for any third-party sites in which you participate.



### ***Branding and intellectual property of Athlete Evolution***

You must not use any of Athlete Evolution's intellectual property or imagery on your personal social media without prior approval from Athlete Evolution.

Athlete Evolution's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on Athlete Evolution official social media sites or website.

You must not create either an official or unofficial Athlete Evolution presence using the organisation's trademarks or name without prior approval from Athlete Evolution. You must not imply that you are authorised to speak on behalf of Athlete Evolution unless you have been given official authorisation to do so by Athlete Evolution.

### ***Coaches***

As a coach you will be in a unique situation where you will be connected to athletes, officials, club members and parents of athletes. Coaches are also often in the role of an influencer to the many different groups. It is important how you as the coach, use social media but also how you liaise, interact and observe all members of your sporting club, both on the field and off the field.

- Be familiar with and uphold your sport/club policies in relation to social media
- Understand expected conduct and appropriate use
- Understand what to do if issues arise
- Understand how to report concerns
- Sport/club Coach Code of Conduct applies online as it would "on the field";
- As you would outline to players/athletes expected "on the field" behaviour, talk to them about respectful and appropriate conduct on social media;
- Model good online behaviour, and
- Inform players and/or parents if you want to video the athlete as a tool to analyse and improve performance. Be specific about content storage and deletion.

### ***Coaches and online connection with players/parents***

- Avoid connecting with players and parents online through personal social media accounts. It is recommended to communicate and connect on a professional account.
- If you have set up a specific online communications tool, such as group app, then it must be monitored by at least one other staff/committee/ team manager (WhatsApp group chats etc)
- Do not bully, and/or post negative content, words, images or emojis that may be misconstrued as bullying or abusive behaviour by a player and/or individual within the chat/app.
- Identify who is the moderator(s)
- Establish consequences for a breach of appropriate use
- Try to limit group chat use to reasonable hours. A suggested time use is between 8am-10pm for a chat with minors in it.



## **Policy breaches**

Breaches of this policy include but are not limited to:

- Using Athlete Evolution's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of Athlete Evolution's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing Athlete Evolution, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

## ***Reporting a breach***

If you notice inappropriate or unlawful content online relating to Athlete Evolution or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately. This can be done via [AthleteEvolution24@gmail.com](mailto:AthleteEvolution24@gmail.com). Please take screenshots where possible of the alleged content/communications and include this in an email, outlining the details and any possible background lead-up/surrounding story to the alleged incident.

## ***Investigation***

Alleged breaches of this social media policy may be investigated. Where it is considered necessary, Athlete Evolution may report a breach of this social media policy to police.

**Any breach of the Social Media Policy will be dealt with in line with safeguarding protocols and timeframes.**



### **Appendix A:**

**Child Exploitation and Online Protection Centre (CEOP):** [www.ceop.gov.uk](http://www.ceop.gov.uk) and for safety and education materials [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk)

**CEOP** is a police organisation focused on the protection of children and young people from sexual abuse and exploitation; it has a broad remit and range of functions to help tackle the sexual abuse and exploitation of children – primarily where use of technology is a factor, or media such as the online environment are utilised. It is also a founder member of the Virtual Global Taskforce (VGT), an international collaboration of law enforcement agencies committed to tackling this abuse of children and young people.

**Childnet International:** [www.childnet-int.org](http://www.childnet-int.org)

Childnet International, a charity that is helping to make the internet a great and safe place for children, have developed a set of award-winning resources called Know IT All.

**ChildLine:** [www.childline.org.uk](http://www.childline.org.uk)

ChildLine is a service provided by the NSPCC offering a free and confidential helpline for children in danger and distress. Children and young people in the UK may call 0800 1111 to talk about any problem, 24 hours a day.

**Child Protection in Sport Unit (CPSU):**

The Unit was founded in 2001 to work with UK Sports Councils, National Governing Bodies (NGBs), County Sports Partnerships (CSPs) and other organisations to help them minimise the risk of child abuse during sporting activities. Website: <http://thecpsu.org.uk/>

**Data Protection and the Information Commission Office:** [www.ico.gov.uk](http://www.ico.gov.uk) 'Keeping your personal information personal' – a guide to the Data Protection Act 1998 for Youth, including use of social networking. It also has guidance on the protecting children's personal information for organisations.

**UK Council for Child Internet Safety**

The UK Council for Child Internet Safety (UKCCIS) is a group of more than 200 organisations drawn from across government, industry, law, academia and charity sectors that work in partnership to help keep children safe online.

Website: [www.gov.uk/government/groups/uk-council-for-child-internet-safety-ukccis](http://www.gov.uk/government/groups/uk-council-for-child-internet-safety-ukccis)

Website: [www.iabuk.net](http://www.iabuk.net)

**CPSU Online Safety:** Website: [www.thecpsu.org.uk/help-advice/topics/online-safety/](http://www.thecpsu.org.uk/help-advice/topics/online-safety/)

**CPSU Photography Guidance:** Website: [www.thecpsu.org.uk/help-advice/topics/photography/](http://www.thecpsu.org.uk/help-advice/topics/photography/)

**Internet Watch Foundation:** [www.iwf.org.uk](http://www.iwf.org.uk)

The Internet Watch Foundation (IWF) is the UK internet hotline for reporting illegal online content – specifically child sexual abuse images hosted worldwide and criminally obscene and incitement to racial hatred content which is hosted in the UK.