



Online Safety & Social media Policy

Version 3 | February 2026

This policy has been developed to provide practical guidance to our club members about using social media (Facebook, YouTube, Twitter, TikTok, Instagram and all other social networking sites, forums, and online blogs) so people feel enabled to participate, while being mindful of their responsibilities and obligations.

Managing online presence

Our online presence through our website or social media platforms will adhere to the following guidelines:

- all social media accounts will be password-protected, and at least 2 members of the club will have access to each account and password
- the account will be monitored by at least two designated volunteers to provide transparency, who will have been appointed by the organisations committee (preferably one should be a committee member)
- the designated volunteers managing our online presence will seek advice from our designated welfare officer to advise on safeguarding requirements
- designated volunteers will remove inappropriate posts by club members, explaining why, and informing anyone who may be affected (as well as the parents of any children involved)
- the club **will** decline requests from children under 13 to join the club's social media accounts (under 16s for WhatsApp)
- we'll make sure all club members are aware of who manages our social media accounts and who to contact if they have any concerns about something that's happened online
- our Facebook group chat account, and event settings will be set to 'private' so that only invited members can see their content
- identifying details such as a club members home address, school name or telephone number shouldn't be posted on social media platforms
- any posts or correspondence will be consistent with our aims and tone as a club
- parents will be asked to give their approval for us to communicate with their children through social media
- permission for photographs or videos should be given before posting on social media

Online behaviours

The code of conduct states the expected behavioural standards, this includes behaviour on social media.

Social media is of great benefit to members and the club for keeping in touch and finding out what's going on. Have fun, demonstrate how great it is to be part of Totton Running Club but be respectful online just as you would be in person and do not engage in actions which would bring the club into disrepute. Here are some specific dos and don'ts to consider before posting on social media:

- Pause and think about what you are saying and the impact it might have
- Be careful, respectful, and positive. You are personally responsible for what you post. If in doubt, don't post it.
- Think about your image – 'what do I want people to think about me or my club?'
- Consider who you are interacting with - you will likely come into contact online with under 18s. Familiarise yourself with safeguarding regulations in relation to engaging with under 18s.

- Respect confidentiality within the team e.g., tactics, squad information, announcements, coaching advice, training sessions
- Remember many different audiences will see your posts or comments including club members, potential members, children, member's relatives, and friends and the public if added to the club's public social media accounts or website
- Be smart about protecting yourself, your privacy, and confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully and your privacy settings.
- Don't post content that discriminates against individuals or groups based on age, disability, gender reassignment, marriage & civil partnership, pregnancy & maternity, race, religion or belief, sex or sexual orientation.
- Don't write anything on social media channels that you wouldn't feel comfortable seeing in a newspaper or hearing on TV. Everything you write is treated as a direct quote i.e. 'Don't tweet what you wouldn't say to your mum/gran' or 'Think before you tweet' or 'Would I say this face to face with someone?'
- Don't speak negatively about other club members, competitors, officials, or governing bodies. Never use slurs, personal insults, or obscenity. Be professional and respectful.
- Be in the right state of mind when you make a post. Don't post when you're angry, upset, or your judgement is impaired in any way. Be very careful what you say, do and post because once it's on a social media channel, it can go viral very quickly.
- Don't engage in on-line disputes and don't allow family or friends to argue on your behalf.

Policy breach

Club members who breach this policy (and other related policies) may face a warning in the first instance, persistent breaches will be dealt with through the club's grievance and disciplinary policy.

Any breaches of a safeguarding nature will be addressed through the club's safeguarding policy and procedure and where appropriate will be reported to UK Athletics.

Whilst the club will try to moderate social media posts, if you do have any concerns or would like to make a complaint, please contact the club welfare officer or club social media officer.

Related policies and procedures

- Club Constitution
- Child Safeguarding Policy
- Adult Safeguarding Policy
- Codes of Conduct
- Club Grievance and Disciplinary Policy
- Club Inclusion Policy
- Club Anti Bullying Statement (inc Cyber bullying)

Useful contacts

- Sarah Gordon, Caroline Orchard, Scott Linton – club welfare team
- UKA 07920 532552/ safeguarding@uka.org.uk
- EA_welfare@englandathletics.org
- NSPCC Helpline 0808 800 5000
- Childline 0800 1111 / www.childline.org.uk

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

Version History

Version	Date	Author	Changes
1.0	September 2022	TRC	Initial Policy
2.0	January 2025	TRC	Review. Welfare Officer update to include Caroline Orchard. Neil Cameron (Chair)
3.0	February	TRC	Review Sarah Gordon