

## **NWG Social Media Policy**

This Social Media Policy sets out how social media and online platforms should be used in connection with the club. The aim of this policy is to protect the safety, privacy, and wellbeing of gymnasts, families, and staff, while promoting positive and responsible online engagement. This policy aligns with British Gymnastics guidance and should be read in conjunction with our other club policies.

### **1. Policy Statement**

- We recognise that social media can be a valuable tool for communication, promotion, and celebrating achievements when used appropriately.
- We are committed to ensuring that social media use associated with the club is respectful, safe, and in the best interests of children and young people.
- The welfare and privacy of gymnasts is paramount at all times.

### **2. Scope**

- This policy applies to gymnasts, parents and carers, staff, coaches, volunteers, and anyone interacting with the club online.
- It covers the use of social media platforms, messaging apps, forums, and other online spaces where club-related content is shared or discussed.

### **3. Club-Managed Social Media Accounts**

- Official club social media accounts will be managed by authorised members of staff only.
- Content shared by the club will be appropriate, respectful, and in line with safeguarding and data protection requirements.
- Where required, consent will be obtained before sharing images or videos of gymnasts.

### **4. Personal Use of Social Media**

- Parents, carers, and gymnasts are expected to use social media responsibly in connection with the club.
- Content posted online should not bring the club into disrepute or cause distress, embarrassment, or harm to any individual.

- Comments, messages, or posts that are abusive, discriminatory, threatening, or offensive are not acceptable.

## **5. Contact Between Staff and Gymnasts**

- Staff and coaches must not engage in private or direct social media messaging with gymnasts.
- Any necessary communication with gymnasts should be conducted via parents or carers and through approved club communication channels.

## **6. Photography, Filming & Sharing Content**

- Images or videos of gymnasts must only be shared in line with the club's Photography & Filming Policy.
- Content must not be edited, shared, or used in a way that could compromise a gymnast's dignity, safety, or privacy.

## **7. Online Bullying & Inappropriate Content**

- Bullying, harassment, or intimidation via social media or online platforms will not be tolerated.
- Any concerns relating to online bullying or inappropriate online behaviour connected to the club should be reported as soon as possible.

## **8. Reporting Concerns**

- If you have concerns about content shared online or the way social media is being used in connection with the club, you are encouraged to raise this with club management.
- Concerns will be handled sensitively and in line with safeguarding procedures where appropriate.

## **9. Monitoring & Review**

- This policy will be reviewed regularly to ensure it remains effective and aligned with British Gymnastics guidance and best practice.
- Updates may be made to reflect changes in technology, safeguarding guidance, or operational requirements.