



Long Eaton Swimming Club

Digital and Social Media Policy

Purpose

Social media is a powerful tool for communication, connection, and community building. Long Eaton Swimming Club (LESC) recognises its value, especially among young people and adults alike. Platforms like Facebook, Instagram, and X (formerly Twitter) help us share updates, celebrate achievements, and stay connected.

However, with these opportunities come responsibilities. This policy sets out clear guidelines for safe, respectful, and appropriate use of digital and social media in relation to LESC.

Scope

This policy applies to all online platforms and digital communications, including but not limited to:

- LESC website and blog
- Facebook
- Instagram
- X (Twitter)
- YouTube
- WhatsApp groups
- Any other online forums or messaging platforms used by the club and/ or members.

Acceptable Use Guidelines

- Use digital and social media positively and responsibly.
- Never post content that is bullying, intimidating, or harassing.
- Avoid sharing photos, videos, or comments that could be hurtful, misleading, or upsetting.
- Think before you post—if you wouldn't say it in person or write it in a letter, don't post it online.
- Do not share or engage with content that is:
 - Hateful, threatening, or violent.
 - Pornographic or sexually explicit.
 - Promoting alcohol, drugs, or other mature content.
 - Containing offensive language or swearing.
 - Considered as harassment.

Protecting Young Members

- Members under 18 must not send friend requests to coaches or staff on personal social media accounts.
- Adults in positions of responsibility should not accept friend requests from young members (unless they are your own child or a young coach aged 16+).

- Young coaches (aged 18–21) who were previously members may retain existing friendships with younger members aged 16–17 but must comply with this policy.
- Parents working at LESC should avoid accepting friend requests from their child's friends.
- Coaches and teachers must not hold personal contact details of young members unless authorised.

Coach–Member Boundaries

Coaches

- Communicate with swimmers only via official club channels.
- Keep messages appropriate, respectful, and relevant to club activities.
- Avoid messaging swimmers during unsociable hours (between 8pm and 6am), unless it's urgent, relates to events, sessions or safeguarding.
- Do not accept friend requests from swimmers under 18 on personal social media accounts (unless they are your own child or a young coach aged 16+).
- Do not hold personal contact details of young members unless authorised.
- Only hold personal contact details of members aged 16+ if mutually agreed.

Swimmers

- Communicate with coaches only through official club channels.
- Do not send messages to coaches during unsociable hours (between 8pm and 8am), unless it's urgent or relates to safeguarding.
- Do not send friend requests to coaches or staff on personal social media accounts if you are under 18.
- Respect the professional boundaries of coaches and staff at all times.
- Where friendship exists with a coach or staff member, ensure that all communication is consensual and respectful. Both parties should agree on the nature, timing and frequency of the messages.

Harassment through online communication is strictly prohibited, regardless of whether the communication was initially consented to. Any form of harassment, including persistent unwanted messages, will not be tolerated, is in breach of this policy and the club's code of conduct and should be reported immediately.

Official Club Media – Team Unify Social Feed

LESC uses the Team Unify Social Feed as an official communication and promotional tool. This feed may include updates, achievements, announcements, and other club-related content.

- Posts may be scheduled or published outside of regular swimming hours, including evenings and weekends. This is appropriate and acceptable, as it reflects the dynamic nature of club activities and helps keep members and the wider community informed.
- These posts are managed by authorised club representatives and must follow the same standards of respect, safety, and professionalism outlined in this policy.

Photo and Media Sharing – Consent and Privacy

Respecting the privacy and dignity of all members is essential. The following rules apply to all photo, video, and media sharing. These rules apply to all members, coaches, volunteers, and visitors.

Any concerns or incidents should be reported immediately to the Welfare Officer or Chair:

- Do not take or share photos or videos of others without their clear and informed consent unless authorised through official channels, or for promotional content of club activities. Even if the content is not offensive or inappropriate, sharing it without consent is a breach of privacy.
 - This includes content taken in changing rooms, poolside, during training, or at club events – see also: **Changing room Code of Conduct**.
- Do not share inappropriate content— this type of content must never be shared.
 - including but not limited to anything that could embarrass, upset, or harm someone.
- Mobile phones must not be used in changing rooms under any circumstances.

Respecting Others

- Treat everyone with respect—online and offline.
- Do not post negative or offensive comments about LESC, other clubs, swimmers, coaches, or officials.
- Do not share content that violates someone's privacy or legal rights.
- Users must be aged 13+ to engage with LESC's digital and social media platforms.

Consequences

Breaches of this policy may result in disciplinary action under the club's Disciplinary, Grievance, and Complaints Procedures.

The Chair or a nominated representative may ask to remove any posts that violate this policy.

Members may be removed from club digital and social media groups if their behaviour causes embarrassment or breaches the Code of Conduct.

Managing Club Digital and Social Media

LESC's official digital and social media accounts are managed by the Club Committee and monitored in line with Swim England's Wavepower safeguarding guidance.

Reporting Concerns

If you see something online that concerns you—whether you're a swimmer, parent, coach, or volunteer—please speak to the Chair or Welfare Officer. We're here to help.

Contact details:

Chair: lesc.chair@outlook.com

Welfare: welfare-lesc@outlook.com