



## Social media policy

**Incorporating Swim England's relevant policy, as set out in [Wavepower 2024](#).**

South Croydon Swimming Club (SCSC) and Swim England recognises the use of a variety of sites, apps or communication tools are used by members and clubs as a way to communicate, for marketing purposes and/or to celebrate successes. The platforms provide opportunities to upload and view photos, videos as well as private message or public comment. Private messaging may include apps like WhatsApp, the club has created a separate Mobile Phone Policy to align with this policy.

The purpose of this policy is to inform all members (parents & swimmers), volunteers and employees using social networking sites of best practice guidance and safeguarding in line with [Wavepower 2024](#).

SCSC recognises these developing technologies provide exciting opportunities for members, there can also be dangers and negative consequences.

### Good Practice Guidelines

At any time, if a member observes or experiences anything inappropriate online, they are encouraged to report this directly to the social media platform provider, seek advice from Safer Internet UK or (if a swimmer under 18yrs) speak to a parent, coach or another safe adult.

1. Swim England members in a position of trust and/or responsibility should not be in direct contact with children through social networking sites.
2. Should a child in your club request to become a 'friend' on your social networking site, or request that you become a 'friend' on their own social networking site, you should decline if:
  - a) you are in a position of responsibility in respect of that child.
  - b) you hold a position of trust and responsibility in your club.
  - c) your contact with the child is through a Swim England club and the parent/guardian of the child does not give their consent to such contact.
3. The social network site should never be used as a medium by which to abuse or criticise Swim England members, Swim England clubs, or any member of the public or other organisation and to do so may be in breach of Swim England Rules and Regulations.



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4. The publishing of a photograph or video footage on a social networking site is governed by the same requirements as those contained in the Swim England Photography Policy & Wavepower 2024.

Always make sure that you take safeguarding precautions.

All images of children under the age of 18 must be:

- a) above the waist; or
- b) in full clothing, not swimsuits.

You can see the full guidelines in the SCSC Photography Policy on our website & Wavepower 2024.

5. Be wary of publishing any identifying information about yourself or others, either in your profile or in your posts. Remember not to include personal details, such as phone numbers, workplaces, school names, addresses or birthdays

### Further Recommendations

Swim England members in a position of trust and/or responsibility should take steps to make your social media accounts private.

Know the Welfare Officer Julia Gant ([welfare.scsc@outlook.com](mailto:welfare.scsc@outlook.com)) is available to support and take action on behalf of all members, as required, should a coach or swimmer attempt to make contact via a social networking platform.

Coaches/Teachers 16-21 may already be connected to teammates and swimmers via social networking if they are/ were swimmers at the club.

- SCSC and Swim England recognises it would be inappropriate to require young coaches to remove these friends from the respective platform.
- These coaches/teachers must inform the Club secretary / Welfare Officer that they use social networking and that they have the contact details and/or connected to other club members.
- Coaches/Teachers (18+) should carefully consider connecting to colleagues and mitigate the risks which may be detrimental to their position of trust at SCSC.

When a Coach/Teacher under the age of 18 is onboarded as an employee of SCSC, the parent/guardian will be cc'd into communications including employment offer, club processes including communication. The Club Secretary will inform the Club Welfare Officer and Head Coach of the Parent's Consent for Communication with Employees



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**Date of revision and record of amendments:**

Date of amendments	Section Heading	Page Number	Paragraph Number / Notes



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