



Creative Sports Coaching CIC

Social Media Policy

Purpose and scope

This policy aims to:

- Set guidelines and rules on the use of Creative Sports Coaching CIC's social media channels.
- Establish clear expectations for the way members of the Creative Sports Coaching CIC's community engage with each other online.
- Support Creative Sports Coaching CIC's policies on data protection, online safety and safeguarding.

Staff and parents are required to read, understand and comply with this social media policy.

This policy applies to the use of social media for both business and personal purposes, whether during school/working hours or otherwise.

It applies regardless of whether social media is accessed using:

- Creative Sports Coaching CIC's IT facilities and equipment
- Equipment belonging to members of staff
- Any other IT/Internet-enabled equipment

All members of Creative Sports Coaching CIC should bear in mind that information they share through social networking applications, even if they are on private spaces, may be subject to copyright, safeguarding and data protection legislation. Everyone must also operate in line with the child protection, safer recruitment, online safety and ICT acceptable use policies.

Definition of social media

For the purposes of this document, 'social media' is considered to include all technologies that allow individuals to communicate and share information (including photos and videos). This includes group messaging services such as WhatsApp and Instagram.

Use of official Creative Sports Coaching CIC social media

The school's official social media channels are as follows:

Twitter - @CSC_Beds

Instagram – Creative Sports Coaching CIC

Facebook – Creative Sports Coaching

These accounts are managed by the Directors and senior leadership teams. Members of staff who have not been authorised by the Directors to manage, or post to, the account, must not access, or attempt to access, these accounts.

If you have suggestions for something you'd like to appear on Creative Sports Coaching CIC's social media channel, please speak to the Directors.

Social Media Platforms

Creative Sports Coaching CIC will post:

- Alerts about changes (e.g. changes to procedures, severe weather updates, staffing changes)

- Reminders (e.g. approaching deadlines, events or class activities, reminders about policies)
- Advertisements for Creative Sports Coaching CIC events or activities
- Job vacancies or requests for volunteers
- Links to newsletters, guidance and factsheets for parents
- Achievements of participants and staff
- Photos or posts about trips, events and activities
- Seasonal greetings and messages about religious festivals
- Invitations to provide feedback

Creative Sports Coaching CIC will **not** post:

- Names and photos of individuals (unless they have given consent)
- Harmful or abusive comments
- Messages to specific people
- Political statements
- Advertisements for businesses unless directly related to Creative Sports Coaching CIC
- Links to staff members' personal accounts

Moderation

Staff responsible for our social media accounts will delete as soon as reasonably possible:

- Abusive, racist, sexist, homophobic or inflammatory comments
- Comments we consider to be spam
- Personal information, such as telephone numbers, address details, etc.
- Posts that advertise commercial activity or ask for donations

Every reasonable effort will be taken to politely address concerns or behaviour of individual users, following Creative Sports Coaching CIC's complaints procedure. If users are repeatedly abusive or inappropriate, they will be blocked.

Staff responsible for our social media accounts will also ensure that all content shared on social media platforms is age appropriate for the Creative Sports Coaching CIC community.

Following other social media users

Creative Sports Coaching CIC will only 'like' Facebook pages with a non-commercial interest – being 'liked' by us doesn't imply endorsement of any kind.

Personal use of social media by staff

Creative Sports Coaching expects all staff (including directors and volunteers) to consider the safety of participants and the risks (reputational and financial) to Creative Sports Coaching CIC when using social media channels, including when doing so in a personal capacity. Staff are also responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.

Staff will report any safeguarding issues they become aware of.

When using social media, staff **must not**:

- Use personal accounts to conduct Creative Sports Coaching CIC's business
- Accept 'friend requests' from, or communicate with, participants past or present
- Complain about individual pupils, colleagues or parents
- Reference or share information about individual participants, colleagues or parents
- Post images of pupils
- Express personal views or opinions that could be interpreted as those of Creative Sports Coaching CIC

- Link their social media profile to their work email account
- Use personal social media during contact time with children

Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the staff code of conduct.

Any communication received from current participants (unless they are family members) on any personal social media accounts will be reported to the designated safeguarding lead (DSL) or a member of the senior leadership team immediately.

Staff should not have contact via personal accounts with past participants (if ongoing communication is required, this should be via official Creative Sports Coaching CIC's channels).

Personal use of social media by parents and participants

Creative Sports Coaching CIC encourages parents and participants to

- Be respectful to members of staff, and Creative Sports Coaching CIC, at all times
- Be respectful to other participants and parents
- Direct any complaints or concerns through Creative Sports Coaching CIC's official channels, so they can be dealt with in line with the complaints procedure

Participants **should not** use social media to:

- Complain about individual members of staff
- Complain about Creative Sports Coaching CIC
- Make inappropriate comments about members of staff, other participants or parents
- Post images of other participants without their permission

Any concerns about a participants social media use will be dealt with in line with Creative Sports Coaching CIC's behaviour policy.

Personal use of social media by parents

Creative Sports Coaching CIC expects parents to help us model safe, responsible and appropriate social media use for our participants.

When communicating with Creative Sports Coaching CIC via official communication channels, or using private channels to talk about Creative Sports Coaching CIC, parents should:

- Be respectful towards, and about, members of staff and Creative Sports Coaching CIC at all times
- Be respectful of, and about, other parents, participants and children
- Direct any complaints or concerns through Creative Sports Coaching CIC's official channels, so they can be dealt with in line with the complaints procedure

Parents **should not** use social media to:

- Complain about individual members of staff, other parents or participants
- Complain about Creative Sports Coaching CIC
- Make inappropriate comments about members of staff, other parents or participants
- Draw attention to, or discuss, behaviour incidents
- Post images of children other than their own

WhatsApp groups

We expect parents to follow the above social media guidelines when using WhatsApp groups.

Monitoring and review

We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, for legitimate business purposes. This includes ascertaining and demonstrating that expected standards are being met by those using the systems, and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime).

The Directors will monitor the implementation of this policy, including making sure that it is updated to reflect the needs and circumstances of the school.

This policy will be reviewed every two years by the Directors.

Links with other policies

This policy should be read in conjunction with the following school policies:

- Child Protection and Safeguarding Policy
- Staff Code of Conduct

Approved: *James Hatch*, Director

Last reviewed: May 2024

Next review: May 2026