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Birmingham BMX Club Social Media Policy

The purpose of this document is to empower Birmingham BMX Club (BBMXC), its coaches and members to utilise social media in a safe, sensible and professional manner to promote cycling activity and avoid safeguarding issues.

Concerns around social media, including inappropriate relationships or bullying, can be avoided through effective management and the implementing measures to safeguard users. BBMXC will:

- Use social media as an effective way to communicate and share club/coaching information.
- Encourage all club members to join club specific profile pages and will openly share appropriate information in the group.
- Ensure no private discussions take place – especially any between an adult and a junior.
- Acknowledge that social media pages are representative of the club and the sport and BBMXC will therefore be responsible for what is posted, ensuring it's appropriate. Personal, private, inappropriate content or anything that offends others will not be posted.
- Images of juniors will be restricted if consent is removed by parents/carers.
- A moderator, who is DBS checked, will be appointed to ensure that any inappropriate posts are removed.
- If a personal profile is connected to BBMXC'S social media page, the privacy settings of personal profiles should be checked and altered where necessary.
- Coaches and those in positions of trust should consider not accepting followers, friend requests or private communications from adult members. Coaches and those in a position of trust will not accept any followers, friend requests or communications from juniors (under age of 18).
- Online bullying or abuse of, or from, juniors, will be reported to the Club Welfare Officer, who will make a referral to British Cycling.
- Online bullying or abuse of adults will lead to the victim being asked whether they wish to make a referral to British Cycling. If they do not wish for a referral to be made, their decision should be upheld unless: they lack mental capacity; if it's an emergency or threat to life; if there is a risk to others including children; if the concern involves a serious crime or if the people implicated are in a position of trust or power.
- BBMXC acknowledges that misuse of a social media platform could contravene codes of conduct and may result in disciplinary action.

- Parents will be made aware of any social media pages or groups that their children are using that represent the club.

Online behaviours

The BBMXC Club Code of Conduct states the expected behavioural standards, this includes behaviour on social media. Here are some specific do's 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 including Club members, potential members, children, member's relatives, and friends.
- 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 on the basis of age, disability, gender reassignment, marriage & civil partnership, pregnancy & maternity, race, religion or belief, sex, 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, commissaires, commentators 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) will face a warning in the first instance, persistent breaches will be dealt with through the clubs complaints, disputes and disciplinary procedures which are contained in the club's Code of Conduct.
Any breaches of a safeguarding nature will be addressed through the clubs safeguarding policy and procedure and where appropriate will be reported to British Cycling.
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 one of the club welfare officers.

Club Welfare Officers: Michelle Shore and Kelly Mason - bbmxcwelfare@yahoo.com