

SG 5.2 Using Social Networking Services and Social Media

The purpose of this document is to empower British Cycling clubs, coaches and members to utilise social media in a safe, sensible and professional manner to promote cycling activity and avoid safeguarding issues.

Social media is becoming increasingly popular. About one third of the UK population has a Facebook account. Concerns have been raised about the use of social media in the club environment. There have been cases where individuals have used it as a means of starting an inappropriate relationship or to bully. This can be avoided through effective management and implementing measures to safeguard users.

Clubs looking to use social media or to develop a club forum may wish to consider the following points and may impose any reasonable measures they feel appropriate:

- **Make the most of it-** it is a great way to communicate and share club/coaching info
- **Club specific profile pages-** encourage all club members to join this page and openly share appropriate information only as part of the group. No private discussions should take place particularly between an adult at the club and a young rider.
- **Be responsible-** lead by example; act as an ambassador for the club and cycling
- **Not all information is for sharing-** this should only be cycling/club information. Nothing personal, private or inappropriate. Photos and videos may be fine, but only where parents and carers have specifically consented to this
- **Consider other users-** will the posting cause offence? Is it appropriate for everyone who is on the site. A moderator should be appointed- they should be CRB checked
- **Not everyone should be your friend-** Coaches and others in a position of trust/responsibility should not accept friend requests from or communicate with the riders they coach on their personal profiles. Consider your security/privacy settings
- **Take action-** Misuse, bullying or abuse should be reported to the CWO or other club official. Misuse may contravene codes of conduct and be subject to disciplinary action
- **Sensible use-** Create a guide on appropriate use- consider type of content/info/topics. Communications should only contain basic and relevant information, copying in a third party to promote transparency, thinking before posting and removal of inappropriate content
- **Parents/carers** should be aware that their children will be using this media

For further detail see the Child Protection in Sport Unit "Using Social Networking Services and Social Media: Promoting Safe and Responsible use" at http://www.nspcc.org.uk/Inform/cpsu/resources/briefings/social_networking_services_wdf69029.pdf