

'THINK BEFORE YOU POST'

Good Practice Guidance for Hockey Clubs / Organisations About the Setting Up and Safe Use of Social Networking Sites



WHO IS THIS GUIDANCE FOR?

This guidance will be useful for all those involved in a hockey organisation considering or using social networking. While social networking can bring many advantages it is important that your organisation takes ownership for safeguarding young people online and takes steps to ensure safeguarding policies, strategies and procedures address safety issues.

This guidance aims to support an organisation's development of e-communications.

INTRODUCTION

England Hockey recognises that social media websites such as Facebook and Twitter play a key part in the daily operations of the majority of clubs. They provide unique opportunities for hockey organisations to communicate with members, as well as to anyone interested in joining the club.

Whilst these technologies provide positive and effective opportunities, they are accompanied by dangers and negative consequences if abused by users; these include cyber bullying, grooming young people, identity theft and exposure to inappropriate content.

It is important for hockey organisations to give careful consideration to the use of social networks in hockey and balance the benefits of creativity, spontaneity and immediacy of the communication with the potential risks, especially the risks to young people.

As with all communication between people in a position of trust and young people the organisation must consider that messages are appropriate in terms of content and format in order to avoid misinterpretation.

Your organisation will need to make decisions about:

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- How to best present its activities online
- What type of content to upload (e.g. photos, blogs, video clips, podcasting, slide shows, discussion groups)
- How to interact with users in such a dynamic environment
- Sanctions for improper use within virtual environments



GOOD PRACTICE GUIDELINES

The following guidelines contain practical safety measures to hockey organisations and provide a useful starting point for the development of your organisation's online safeguarding strategy.

1. Ensure that England Hockey policies, procedures and good practice guidelines are fully integrated into your existing safeguarding strategy, policies and procedures

When writing club policies and procedures for your own organisation, you and your members are bound by the England Hockey Safeguarding and Protecting Young People Policy, Procedure and Good Practice Guidelines and the 'Respect' Code of Ethics and Behaviour which are downloadable from the England Hockey website.

The Policies, Procedures and Good Practice Guidelines of England Hockey and your own organisation apply equally both online and offline.

Report online concerns about possible abuse

Reporting procedures should include the reporting of potentially illegal/abusive content or activity, including sexual imagery and online grooming. Concerns arising online should be reported in line with England Hockey procedures, available from the website www.EnglandHockey.co.uk/safe

Where a child or young person may be in immediate danger, always dial 999 for police assistance.

2. Understanding what is acceptable and unacceptable behaviour on social networking sites

Become familiar with social networking sites and their interactive services **before** setting up your organisation's presence on a social networking site or other interactive services, including privacy and safety tools, the terms of service (the terms of service usually contain what is acceptable and unacceptable behaviour), and how users can contact the site if they should have a concern or complaint.

Be clear to all users what the site is and isn't to be used for – i.e. not for abusing umpires / players / other club members.

3. Ensure that staff and volunteers, including coaches and athletes are aware of the need to protect their privacy online

Make sure that your staff and coaches (paid and volunteers), members and parents, are aware of the need to protect their own privacy online. They should understand the risks in

posting and sharing content which may damage theirs and your organisations reputation before they link their webpage/profile to the organisations profile.

4. Registration or 'signing up' your organisation:

Choose an appropriate email address to register/set up a page/account

This requires an email address; ideally including the name of your organisation rather than a personal email address (e.g. joebloggs@hockeyassociation.co.uk rather than joebloggs@hotmail.com). This will reduce the risk of the establishment of imposter or fake profiles, and is important in relation to any liability or risk for an individual/employee required to set up the profile on behalf of the organisation.

Security

Ensure that log in details to the account are kept secure and only known to a limited number of members (Administrator, Welfare Officer). This will reduce the risk of the webpage/account being hacked into.

5. Decide how your webpage/profile will be managed within your organisation

Set Up and Management of the webpage/profile checklist

- 1. Set up as a 'Page' not a personal profile (on social networking sites)
- 2. Set up the page preferably with the Welfare Officer
- 3. Apply the appropriate privacy levels according to the website
- 4. If available, add a profanity filter
- 5. Enable 'Comment/Post' review. Content will need to be constantly reviewed.
- 6. Include appropriate photos (club badges, action shots, if under 18 – with consent)
- 7. Contact details of all officers (gain permission first)
- 8. Block any persons trying to post inappropriate material

Training of administrator/webmaster

This person(s) is most likely to have online contact with younger users, interacting with the webpage/profile. This person should be appropriately trained; it is recommended that they complete the England Hockey Online Safeguarding & Protecting Young People in Hockey Course, found on the website.

Involve your Welfare Officer at all times

If you are engaging a social networks or moderation company to manage and moderate your webpage/profile it is important that the organisation Welfare Officer is kept informed. They have a responsibility for the management and moderation of the webpage/profile to ensure that any online safeguarding concerns are handled in line with England Hockey safeguarding policies and procedures.

Rules and Regulations

Rules and regulations should be set and clearly stated from the beginning whether the webpage/profile is created internally or by a third party.

6. Privacy and safety settings:

Set the appropriate privacy level

Consider each of the privacy and safety settings available across all aspects of the sites i.e. photos, blog entries, image galleries and set the appropriate level of privacy taking into consideration your target audience and who you wish to see the content. Failing to set appropriate privacy levels could result in messages which are defamatory, libellous or obscene appearing on your profile before you have a chance to remove it. This may result in significant personal distress, risk to the reputation of the individual, organisation and hockey, and may require the intervention of England Hockey, the site providers and possibly the police.

Creating as a 'Page' NOT as a personal profile (Facebook specific)

Creating a club 'Page' rather than a profile restricts the administrator from viewing the member's personal profile. There are many advantages to creating a page such as:

- It will appear in search engines to attract new members
- Club updates will appear in news feeds
- Promotion of sales such as events, playing kit and sponsors
- Promotion of club fixtures and events

If using pictures of members under the age of 18, consent from parent /carers and the individual must be obtained beforehand and the individual shouldn't be identified.

Accept friends/followers setting and minimum user age

Agree a policy for who can and can't use the site, members of the organisation only or wider circulation. You may wish to check a user profile before accepting them. Do not accept friend requests from children under the minimum age for the site (usually 13 years).

The policy will need to include how this will be communicated to the organisations members, whilst fully explaining how you will communicate with Under 18s and Under 13s. England Hockey recommends involving parents/ person with parental responsibility in this communication.

‘Accept comment/picture/link’ setting

This allows a comment/picture/link to be reviewed before it appears on the webpage/profile. By doing so the administrator is able to approve the comment or, if necessary, block any inappropriate comments and report them to the correct channels.

7. Address safety when adding content to your webpage/profile:

Organisations contact details

Add information about how to contact your organisation including a website address. Also include offline contact details for your organisation and your Welfare Officer. This allows users to contact your organisations directly and verify your organisation as well as knowing who to contact with any online queries.

Links to safety and help organisations

Use the website to promote and provide links to support organisations such as those listed at the end of this document. This provides guidance to those members who may not feel comfortable approaching an adult.

Avoid taking personal details of young people

Do not ask users to divulge personal details including home and email addresses, schools, or mobile numbers that may help locate a young person. It is best to provide the details of the event and signpost to where users can obtain further information e.g. further information can be obtained from....

Uploading Content – ‘think before you post’

Consider any messages, photos, videos or information – do they comply with existing policies within your organisation? E.g. use of photographs of children. Is the content e.g. photographs and text appropriate to the audience? Always seek young person/parental permission to use the photos of those featured before adding to the sports webpage/ profile. By enabling the ‘Accept comment/picture/feature’ feature, the likeliness of inappropriate material being shared is significantly reduced.

Points to consider

- Do you understand e-safety issues and risks?
- Are you aware of the England Hockey Policy, Procedures and Guidance which address’s safeguarding and behaviour?
- Does the organisation state clearly what is and isn’t acceptable when using communication technologies?
- Do you raise awareness of e-safety issues with all members and parents?
- Do you know where to direct members and parents to sources of advice and information about e-safety?
- Do you know how to report an issue or concern?
- Do you know how to keep personal data secure and safe?

8. Useful contacts

England Hockey Safeguarding	www.englishockey.co.uk/safe safeguarding@englishockey.co.uk	For further information or any questions/queries regarding Safeguarding and Protecting Young People in Hockey
Child Protection in Sport Unit (CPSU)	www.cpsu.org.uk	The NSPCC CPSU have a number of helpful resources to support organisations develop social networking.
Child Exploitation and Online Protection (CEOP)	www.ceop.police.uk	CEOP is dedicated to eradicating the sexual abuse of children.
Think You Know	www.thinkuknow.co.uk	A project of CEOP containing the latest information on websites, mobiles and new technology.
International Watch Foundation (IWF)	www.iwf.org.uk	The hotline for reporting criminal online content.