

Union Karate Do Social Media Policy

1 Purpose

This policy sets out the standards and guidelines for the responsible use of social media by all members, instructors, parents, and volunteers associated with **Union Karate Do**. It aims to promote a positive and respectful online presence while safeguarding our members, particularly children and vulnerable adults.

2 Scope

This policy applies to all individuals associated with **Union Karate Do**, including:

- Instructors and coaching staff
- Students (including junior members)
- Parents and guardians
- Volunteers and club officials
- Social media account managers or admins

It covers all digital and social media platforms, including but not limited to:

- Facebook, Twitter (X), Instagram, TikTok, YouTube, Snapchat, LinkedIn
- Messaging services such as WhatsApp, Telegram, Facebook Messenger
- Club forums, blogs, and websites
- Any other online communication platforms

3 Club Social Media Accounts

The official **Union Karate Do** social media accounts are managed by designated individuals appointed by the club. These platforms are used for:

- Promoting club events, classes, and achievements
- Engaging with current and prospective students
- Sharing martial arts-related educational content
- Providing updates on class schedules and policies

All content posted on official club accounts must adhere to the club's values and safeguarding policies.

4 Safeguarding and Social Media Use

To ensure the safety and well-being of our members, particularly children and vulnerable adults:

- No personal details (e.g., full names, addresses, phone numbers) of junior members will be shared on social media.
- Photos or videos of children will not be shared without written parental consent, in line with the club's **Photography & Videography Policy**.
- Instructors and volunteers must not engage in private conversations with junior members through direct messages on social media.
- All online interactions should be professional and appropriate at all times.

5 Code of Conduct for Social Media Use

All members, parents, and staff must follow these guidelines when engaging with the club's social media:

- Be respectful in all communications, avoiding offensive, abusive, or discriminatory language.
- Do not engage in or tolerate cyberbullying, harassment, or trolling.
- Do not post misleading, false, or defamatory information about the club, its members, or associated individuals.
- Do not share confidential club matters, including financial, disciplinary, or safeguarding concerns.
- Any grievances should be raised through the official **Club Complaints Policy** rather than public forums.

6 Managing Club-Related Groups and Chats

Where the club operates WhatsApp or Facebook groups for communication:

- Only authorised club representatives should create and manage official groups.
- Groups must be used solely for club-related information (e.g., class times, events, schedule changes).
- Junior members under 18 should not be included in any private group chats unless parents/guardians are included.
- Messages must be appropriate, professional, and aligned with safeguarding policies.

7 Personal Social Media Use

While members and staff are encouraged to promote martial arts and the club, they must:

- Avoid representing themselves as an official spokesperson of **Union Karate Do** unless authorised.
- Not share confidential club matters or personal information about other members.
- Not post content that could harm the reputation of the club or its members.

8 Responding to Inappropriate Social Media Use

If inappropriate content is posted relating to the club:

- The club management team will investigate and take appropriate action.
- Any safeguarding concerns will be reported to the relevant authorities.
- Posts that breach club policy may result in disciplinary action, including potential suspension or expulsion.

9 Reporting Concerns

Any concerns regarding social media use can be reported to the club's **Social Media Officer** or **Club Safeguarding Officer**. Concerns related to safeguarding must be escalated to BMABA's Safeguarding Team at safeguarding@bmaba.org.uk or by calling 01798 306546.

10 Policy Review

This policy will be reviewed annually or as necessary to ensure compliance with current legislation and safeguarding best practices.

Review Date: 23 July 2026