



PORTLAOISE ATHLETIC CLUB Social Media Policy.

Version : 1

Revision Date: 16/ 11/ 2017

This is adapted from Athletics Ireland Policy Document of Communication and Social Media Policy

Document History

Date of this revision: 16/11/17	
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Revision Number	Revision Date	Summary of Changes	Changes marked	Revised By
1	30/03/17	First Draft adapted from AAI - Communication and Social Media Policy	N	RG
2	16/11/17	Addition of use of Club Name / Logo for advertising businesses	Y	RG / YL

Approvals

This document requires approval from Executive Committee -

Portlaoise Athletic Club Executive Committee

Name	Title	Approval Date
Robert Grant	Chairperson	1611/17
Yvonne Lambe	Secretary	
Elaine Moore	Treasurer	
Paula Grant	Registrar	
John Healy	Vice Chairperson	
Michael Delaney	Chair Sub-Committee	

1. Introduction

1.1.

The role of the athletic club is to provide appropriate learning and development for all its members. A stable, secure environment is an essential requirement to achieve this goal. This policy provides guidance on the procedures that will support and underpin the use of social media and communicating with children in Portlaoise Athletic Club. It is important that all staff, volunteers, coaches and officials, or anyone working on behalf of the club are aware of this policy and agree to the following terms.

1.2.Terms:

1.2.1. To protect all children and young people attending the club and who make use of technology (such as mobile phones, hand held devices and the internet) to interact with the club.

1.2.2. To provide staff and volunteers with policy and procedure information regarding communicating with children.

1.2.3. To ensure the club is operating in line with Athletics Ireland policy.

2. New Members & Officers

2.1.All new members will be informed where to view and download information and briefed on the policy

2.2.Athletics Ireland policy regarding communicating with children (mobile phone, text, email, social media)

3. Policy

3.1. Coaches and leaders should never place themselves in a compromising position by texting or communicating via social media sites with children. All such communications should be sent via approved club channels to the parents or guardians of the athlete.

3.2. The following applies when Portlaoise Athletic Club are communicating with children

3.2.1. Group text or online system is used for communicating with parents/guardians of athletes. Portlaoise Athletic Club have a webtext facility in place for all communication with Club Members and also have a juvenile email facility in place juvenile@portlaoiseathleticclub.com.

3.2.2. Communication individually by text or online with children is not accepted.

3.2.3. Portlaoise Athletic Club do not engage in communications with children via personal social media sites.

3.2.4. Portlaoise Athletic Club always use approved club group text or social media sites to communicate with children

3.3. Facebook

3.3.1. All club Facebook pages must be a group, organization and community or sports page. Just like the following Figure 3.3.1



Figure 3.3.1

3.3.2. A personal page should not be used by a club to communicate with children. Figure 3.3.2 is a sample of what a personal page looks like. It's the same as your own personal page which allows you to connect with family and friends.



3.3.2.1. On a personal page, members add each other as friends allowing them to share all pictures and posts.

3.3.2.2. All group, organization and community or sports Facebook restrict members to share information in an open space and does not require members to friend each other in order to access information. They simply 'like' the page to follow posts.

3.4.E-safety checklist for clubs:

3.4.1. Understand the safety aspects including what is acceptable and unacceptable behaviour when using digital technology such as social networking sites (e.g. Twitter and Facebook), mobile phones, game consoles and the internet. Refer to Portlaoise Athletic Club Policy on Use of Photographic and Mobile Equipment.

3.4.2. When engaging with social media it is important to ensure to adhere to relevant legislation and good practice guidelines.

3.4.3. Review existing safeguarding policies and procedures to ensure that online safeguarding issues are fully integrated reporting online concerns about possible abuse to the Statutory Authorities (HSE/Gardai) reporting breaches of terms of Athletics Ireland policy to Club Management Committee.

3.4.4. Decide how your sports webpage/profile will be managed within your club. Vet administrators and those managing the webpage/profile training for the person/s managing the organisation's online profile involvement from your club's/organisation's Designated Liaison Person (Children's Officer) ensure any interactive content is moderated e.g. club social network page boards/ posts/ tweets/ forums etc.

Portlaoise Athletic Club operate one public Facebook page Portlaoise A.C. with a minimum of two administrators at all times alongside club website

Portlaoiseathleticclub.com with two administrators on this page also. It is also Club Policy that all all administrators on all Social Media sites and websites be Garda Vetted.

3.4.5. Ensure that adequate privacy settings are in place either restricting or allowing access to photos, personal information, comments about others, friends and followers.

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

3.4.7. Staff and volunteers should be encouraged by the club/organisation to carefully consider who they give access to their personal information online. All staff and volunteers should ensure that a clear differentiation between their personal and professional profiles.

3.4.8. Address safety when adding content to your webpage/profile

3.4.9. Promote safe and responsible use

3.4.10. Avoid taking personal details of children and young people

3.4.11. When uploading content – ‘think before you post

3.4.12. Report fake or impostor webpage/profiles

3.5. Address safeguarding when promoting the club, sport, events and competitions.

3.6 Portlaoise Athletic Club do not allow any advertising of any kind under the Club Name/ Logo. This includes Companies, Personal Pages or Blogs. Any such advertising is strictly prohibited by the club.

Annual declaration of review of Social Media Policy:

PORTLAOISE ATHLETIC CLUB

Review Date:

Executive Committee :

Chairperson