



SOCIAL MEDIA CODE OF CONDUCT

What is Social Media?

Social media is a popular and constantly evolving form of online communication that allows millions of people to take part in online communities, generate content and discussion and to share information with others. Online users of social media sites can now access interactive services across a multitude of services and devices, such as mobile phones, i-pads, game consoles and personal computers.

Montrose Tennis Club promotes the use of social media by its members to promote the Club, but the Committee is conscious that issues can arise through the use of social media which can directly affect the reputation of the Club and its members.

What are the issues?

Using social media sites such as Facebook, Twitter and on-line forums can be fun, constructive and positive for the person(s) posting the communications or those reading the communications. However, the use of negative comments about a person(s) or another Club, the posting of inappropriate images, the use of bullying language towards a person(s), direct criticism of a person(s) or sexist / racist remarks can all be extremely harmful to the parties involved. It is also the case that the reputation and the image of Montrose Tennis Club could be adversely affected - if the communication is by a known Club member and is seen to be related to an on / off court tennis related dispute.

Other third parties (who may or may not be Club members) may also become upset or distressed if they view such communications which relates to their Club, a personal friend or a fellow Club member.

Position of Montrose Tennis Club

Whilst the Committee of the Club does not seek to control or actively monitor what our Club members do online via social media outlets, the Committee does expect all of its Club members to conduct themselves appropriately on social media sites when making comments, remarks, or allegations which involve Montrose Tennis Club directly, other Club members, other tennis Clubs, members of other tennis Clubs or spectators.

The Committee has a responsibility to ensure that it safeguards all of its members both on and off the field of play. It is paramount that all our coaches, club officials, volunteers and others in a position of trust act responsibly, both on and off the court when they are representing or communicating about Montrose Tennis Club - and this includes promoting the acceptable use of social media. If coaches, club officials, volunteers and others in a position of trust fail to adhere to this requirement, or openly do not wish to conform to this requirement, then the Committee will review their positions within the club.

This policy is based around the guidance offered by the LTA in their own guidance on social media (2014) and aims to provide guidance and advice to all club members on social media, how the Committee intends to control social media

issues on its own sites and also what guidelines the Committee will use when monitoring social media communications on other non-club sites.

The full text of the guidance issued by the LTA is attached to the end of this document.

A- Communications posted directly onto Montrose Tennis Club's Social Media sites.

1. The Club will use its social media sites as a positive outlet to promote its own players, player's performances, teammates, the teams, other clubs and others individuals involved in tennis. Posting results and acknowledging individual / team performances on social media makes many people aware of achievements involving members of the Club and the teams which they play for. *By doing this, the Club's own Social Media pages can have a positive effect on many people - similar usage by all Club members on their own social media sites is encouraged by the Committee.*
2. The nominated administrators of the Club's own social media sites will identify all copyrighted or borrowed material with citations and links listed where appropriate. Members of the Club and others non- members posting directly into the Club's pages should, when publishing direct paraphrased quotes, thoughts, ideas, photos or videos also give credit to the original publisher or author.
3. The Committee will review **all online posts made directly to its social media sites** before they are published online and resolve any concerns about the nature of posts/communications by Club members or other third parties directly with the parties involved. If a message or post is not published, a reason for doing so will be given. Nominated administrators will monitor the Club own social networking pages regularly and will remove all access (viewing and posting) from anyone who has been behaving inappropriately on the clubs pages. Any Club member can ask the Committee who the administrators are at any time, bearing in mind however that these administrators are likely to change from time to time.
4. If a person(s) posts or attempts to post an inaccurate, accessory or unjustified negative comment about Montrose Tennis Club or anyone associated with the Club directly onto the Club's social media pages, the Committee will challenge these comments directly with the parties involved. If the poster uses inappropriate or offensive language, the poster will be removed from further accessing any of the Club's sites immediately. Any hostile, harassing or discriminatory communications based on a person's race, sex, gender identity, national origin, colour, disability, age sexual orientation, veteran status, marital status, religion or any other status protected by law will not be permitted on any of the Club's social media sites and the poster will be immediately blocked from using any of the Club's social media sites.

As per the guidance produced by the LTA, any hostile, harassing or discriminatory communications about the Club, another Club member, other tennis Clubs or other members of any other tennis club will be passed onto the LTA for further consideration and could result in exclusion from the Club for the person(s) involved.

5. The nominated administrators of the Club's own social media sites will ensure that all the privacy settings on its social media sites are secure so that the page(s) are not used as a place to meet, share personal details or to have private conversations.

B - Communications by Club members on private social media pages.

1. The Committee strongly recommends that all its members should not use their private pages to social media to publish negative comments or pictures about;
 - Montrose Tennis Club
 - Club members, players, coaches or volunteers of Montrose Tennis Club,
 - Members, players, coaches or officials of other tennis clubs.
 - Spectators.

2. All Club members should be fully aware that any comment or communication that they make on **any** social media site has the potential to be seen by millions of people. If that communication is positive then its likely that little harm will be caused. However, if the content is critical of a person(s), or other Clubs, then it could cause offence to the parties involved. If you would not wish to read the communication, which you are posting, in the context of yourself, then do not post it.
3. The Committee strongly recommends to all Club members that when posting online regarding matters relating to Montrose Tennis Club, other Club members, other Clubs and its members – communications must avoid hostile, harassing or discriminatory communications based on a person`s race, sex, gender identity, national origin, colour, disability, age sexual orientation, veteran status, marital status, religion or any other status protected by law. Whilst posts of such a nature will not be permitted on the Club`s own social media sites and will be deleted immediately, communications by Club members on other personal or private sites which are considered to be hostile, harassing or discriminatory about either the Club or another Club member will be investigated further at the discretion of the Committee and the appropriate parties contacted.

As per the guidance produced by the LTA, any hostile, harassing or discriminatory communications about the Club, a Club member, other tennis Clubs or other members of any other tennis Clubs will be passed to the LTA for them to consider further and could result in exclusion from the Club for the person(s) involved.

4. The Committee strongly wishes to reminds all Club members that their actions on social media could have serious consequences for others and for the reputation of the Montrose Tennis Club. Posting negative comments and images, making bullying, adverse criticism or sexist remarks on either the clubs own social media pages, on own private pages or on friends pages do not only impact negatively on the people they are about – but it also affects those who read the communications, and those who are made of aware of them.
5. The Committee strongly wishes to reminds all Club members that they should always assume the person(s) or Club which you are communicating about will ultimately see what has been written about them. An online communication between two people does not mean it remains private and nobody else can see. Social media is accessible to everyone. In addition to this, even if the person(s) or Club you are discussing does not see it directly, somebody else may, and the end result would be that its you, rather than the person you are communicating about that would ultimately be seen in a negative light by others for posting inappropriate comments.
6. The Committee is strongly of the view that its Club members should not tolerate or condone poor social media behaviour or actions and that they have a role to play in ensuring that inappropriate comments are not posted online which affect the Club, other Club members or members of other clubs. If you are aware of, or observe poor social media behaviour or actions which you think is unacceptable, Club members should remind those posters of their responsibilities when using social media – if you consider it appropriate to do so. If you believe any communication to be hostile, harassing or discriminatory it should be reported to the Committee as soon as possible with evidence of the material which has been posted. The Committee will move to investigate the matter further – and consult with the LTA if it considers it appropriate to do so.
7. The Committee strongly recommends that all its Club members, when using social media sites, show the same respect and regard for other people/other Clubs that you would show on court when playing, coaching, officiating or volunteering on behalf of Montrose Tennis Club

If you're unsure if what you're posting on your own private social media page(s) or someone else's is appropriate (or not), then it is simply best not to post it - if in doubt, leave it out.

C - Communications related to Montrose Tennis Club and / or its Club members made by non-club members on social media sites

Unfortunately, the Committee has little direct control over non-members posting inaccurate, unjustified, hostile, harassing or discriminatory communications about the Club, Club members, other tennis Clubs or other members of any other tennis Club. With measures in place across all the Club's own social media pages to ensure that all communications are reviewed before being published, such material should not appear on Club's own social media sites.

If however, for any reason such communications are posted, it will be removed immediately and the party posting will be contacted by the Club and asked to explain their comments.

If the communication is made on a private page of a non-Club member, and a Club member considers it to be serious enough, it should be brought to the attention of the Committee.

D – Communications affecting Children, Young People and Adults at Risk

Risks to Children, Young People and Adults at Risk

When social media is not used correctly, it can pose a risk to all of those involved and in some cases cause harm to individuals and others. Whilst the majority of adults can deal with matters in a reasoned manner, it can often be difficult for some children, young people and adults with learning difficulties to fully understand the issues involved and how best they can deal with issues which can arise from online posts. Online risks for children, young people and adults at risk can be classified into the 3Cs:

Content – where children are the receivers of harmful content, for example receiving a spam email which links them to pornography or racist, homophobic or other abusive or offensive content;

Contact – where children come into contact with people who may want to harm them, for example an adult talking to a child on a chat site and trying to arrange a meeting for sexual purposes, or people who are trying to identify individuals to bully or troll;

Conduct – this is when children behave inappropriately online and may cause harm, for example a young person uploading an image of one of their friends naked which leads to their friend being bullied or uploading a video or image which incites hatred or violence towards an individual or group.

The main online risks in relation to children and young adults can be categorised into four areas:

1. Inappropriate images, language or behaviour

Children and young people may come across images online which may be harmful and distressing. Social media houses images such as pornography, violence, crime and other still and moving images which may impact on the child. Children and young people may be sent such images, search for them or create images thus making all 3Cs mentioned above part of this category. Children state that seeing inappropriate images has the most profound effect on them and unfortunately such images are easily accessible across the online network.

It is unacceptable for any Club member to send or posting inappropriate images to any child or young persons.

It is unacceptable for any Club member use inappropriate language or behaviour towards a child or young person.

Any instances of either by a Club member must be reported to the Club's Welfare Officer immediately for further action to be taken.

2. Sexting

This is when a child or young person sends a sexual message or image of themselves or others to one or more people. Research suggests 1 in 4 young people have sent a 'sext', and the impact of such images can be very damaging for the child or young people and lead to serious bullying and other emotional and physical impacts. Anyone under the age of 18 may be prosecuted for 'sexting' under the offence of either creating, distributing or having possession on an indecent image of a child. If the child or young person is found guilty they may also be placed on the Sex Offenders Register and this may affect their future career.

If any Club member is aware of any 'sexting' incident they should inform the LTA's Safeguarding Team and Equality and Diversity Team as soon as possible and inform the Club's Welfare Officer that they have done so.

3. Online Grooming

This is where an adult (someone over the age of 18) uses the internet and social media to befriend and entrust a child or young person for future sexual abuse, image production or exposure. Children or young people may befriend someone online and that person may use sexual language with the child and also send gifts or pretend they are in a relationship with the child.

As with other abuse, the signs and indicators are similar, however with online grooming there are some specific indicators including:

- Children having lots of new gifts not bought by family members;
- Children being picked up by different people (who the family do not know) in cars;
- Children saying they are dating someone they met online and it is apparent the person is older;
- Children being on dating sites.

If any Club member is aware of any grooming incident, they should inform the LTA's Safeguarding Team and Equality and Diversity Team as immediately to seek further advice on the best course of action and inform the Club's Welfare Officer that they have done so.

4. Cyberbullying

The use of electronic and digital media to scare, harass or intimidate a child, young adult or adult at risk club member is unacceptable. More information can be found in the Anti-Bullying Guidance on the LTA website, however if the cyberbullying is taking place by a club member it should be reported to the Committee so that further action can be taken if necessary

Montrose Tennis Club

Appendix 1 – LTA Approved Guidance

Social Media Guidance

What is social media?

Social media is a dynamic, constantly-evolving form of communication that allows people to take part in online communities, generate content and share information with others. Users can now access interactive services across a multitude of services and devices, such as mobile phones, Ipods/Ipads, game consoles and personal computers.

What are the benefits of social media?

When used correctly, social media has a number of benefits for children, young people, parents coaches, officials and tennis venues and organisations such as the LTA.

Benefits to the tennis people:

- Enter competitions online;
- Look at tennis results, ratings, rankings and footage online;
- Create personal webpages and profiles which can be designed to display the person's identity;
- Interact with friends online and make new friends;
- Follow and support tennis players and organisations as well as other interests;
- Play online games;
- Upload images and videos online and comment on them;
- Keep online blogs, journals or diaries;
- Gain sponsorship;
- And many others.

Benefits to tennis venues:

- Increase membership and revenue;
- Get more people playing tennis;
- Promote tennis venues as being safe and inclusive;
- Promote tournaments and tennis role models;
- Attract and retain staff;
- Attract children and young people into the sport;
- Attract and retain families and members;
- And many more.

Good Practice with Social Media:

Children, Young People and Adults at Risk:

- Encourage them to ensure their privacy settings are set as high as possible, Facebook regularly reverses the settings so they are set to basic privacy;
- Encourage them to have private profiles on Social Networking Sites including Twitter and Instagram;
- Encourage them not to send 'Sexts' as it is against the law (this applies to under 18's only). Ensure young people are aware that Apps like Snap Chat do not always destroy the image as other users can capture the images.
- Encourage them to report any inappropriate images or things that concern them to the Welfare Officer;
- Encourage them to report any bullying, harassment or images and content that cause offence;
- Encourage them to behave in a safe and appropriate way online and not put themselves or others at risk.
- Promote resilience using particular websites (see the Promoting Resilience Guidance).

Tennis Venues:

- Ensure you embed your social media policy into your Safeguarding Policy, Equality and anti-bullying policies;
- Ensure coaches, staff and venues have business social media accounts and do not use their personal accounts for professional purposes;
- Use an official work email address to register the business account and not a personal one;
- Keep your login details secure – ensure more than one person has access to the account and at least two people check it regularly just in case one of the staff members is posting
- inappropriately. Ensure those who regulate your social media have received the LTA's Safeguarding & Protection in Tennis Training and are aware of equality, diversity and inclusion;
- Set appropriate privacy levels – remember if children, young people and adults at risk are liking your page or following you, others may be able to see who they are;
- Set the 'Review posts before they are placed on my wall' setting on Facebook so you can moderate messages. For other social networking sites moderate them at least bi-weekly;
- Place your work email address, website, tennis centre address and phone number on the account so you can be contacted;
- Give details of the Welfare Officer on your page and information on how to contact them;
- Set our terms of use or rules for all who comment or upload images to your business page or site;
- Educate children and young people on how to use the internet safely by using the resources in the resources section;
- Challenge inappropriate or offensive language, behaviour and use of social media by children, young people and others;
- Do not accept children under the age of 13 on Facebook, as the rules to join Facebook state that the person must be 13 or over;
- Ensure you follow the Recording and Publishing Images guidance and have obtained parental consent when uploading pictures or videos of children and young people to your sites;
- Provide links to the LTA's and Tennis Foundation's Safeguarding Team and Equality and Diversity Team for further support.

What are the risks?

When social media is not used correctly, it can pose a risk to all of those involved and in some cases cause harm to individuals and others.

Risks to children, young people, adults at risk and others:

Online risks can be classified into the 3C's (Byron, 2010):

1. **Content** – where children are the receivers of harmful content, for example receiving a spam email which links them to pornography or racist, homophobic or other abusive or offensive content
2. **Contact** – where children come into contact with people who may want to harm them, for example an adult talking to a child on a chat site and trying to arrange a meeting for sexual purposes or people who are trying to identify individuals to bully or troll;
3. **Conduct** – this is when children behave inappropriately online and may cause harm, for example a young person uploading an image of one of their friends naked which leads to their friend being bullied or uploading a video or image which incites hatred or violence towards an individual or group

Furthermore, the main online risks can be categorised into four areas:

1. Inappropriate Images, language or behaviour

Children and young people may come across images online which may be harmful and distressing. Social media houses images such as pornography, violence, crime and other still and moving images which may impact on the child. Children and young people may be sent such images, search for them or create images thus making all 3C's mentioned above part of this category. Children state that seeing inappropriate images has the most profound effect on them and unfortunately such images are easily accessible.

Case Study:

A 16 year old player sends her tennis friend a racist 'joke' on Twitter which she retweets. One of her followers forward the tweet to the LTA due to the nature of the 'joke'. The LTA investigates the tweets and the young person is disciplined for promoting racist views and also required to undertake equality training. Such tweets may have an impact on the career opportunities of that young person including her future sponsorship deals or access to Colleges or Universities.

2. Sexting

This is when a child or young person sends a sexual message or image of themselves or others to one or more people. Research suggests 1 in 4 young people have sent a 'sext' and the impact of such images can be very damaging for the child or young people and lead to serious bullying and other emotional and physical impacts. Anyone under the age of 18 may be prosecuted for 'sexting' under the offence of either creating, distributing or having possession on an indecent image of a child. If the child or young person is found guilty they may also be placed on the Sex Offenders Register and this may affect their future career.

If tennis people or venues are aware of any sexting incident they should inform the LTA's Safeguarding Team and Equality and Diversity Team as soon as possible.

Case Study:

A 17 year old tennis player asks his girlfriend to send him a sexual image of her naked. A few months later his girlfriend ends the relationship and he decides to upload the image to Facebook. The male tennis player is arrested and charged with distribution and possession of an indecent image of a child. He is also placed on the Sex Offenders Register and thus bars him from working with children. He will not be able to coach children in tennis as he had once hoped.

3. Online Grooming

This is where an adult (someone over the age of 18) uses the internet and social media to befriend and entrust a child or young person for future sexual abuse, image production or exposure. Children or young people may befriend someone online and that person may use sexual language with the child and also send gifts or pretend they are in a relationship with the child.

As with other abuse, the signs and indicators are similar, however with online grooming there are some specific indicators including:

- Children having lots of new gifts not brought by family members;
- Children being picked up by different people (who the family do not know) in cars;
- Children saying they are dating someone they met online and it is apparent the person is older;
- Children being on dating sites;
- Further signs and indicators can be found on the Signs and Indicators of Abuse Guidance.

Case Study:

A 14 year old tennis player is sent a follower request from her tennis coach, which she accepts. The coach sends her direct messages and uses phrases such as 'You're so sexy' and 'I would love to kiss you' which flatters the girl. The coach then asks if the girl would like to meet one evening and go to a bar. By sending such messages and arranging to meet a child for sexual purposes the coach is breaking the law as well as the LTA's Licensed Coaches Code of Conduct.

4. Cyberbullying

The use of electronic and digital media to scare, harass or intimidate another person. More information can be found in the Anti-Bullying Guidance.