



Social Media Policies and Guidelines

Purpose

CANI recognises that the use of networking sites is a growing phenomenon and is increasingly used as a communication tool of choice by both young people and adults. The use of social media provides many opportunities to improve the way we communicate and interact with people and other groups.

With the development of our own Website & Facebook page, and closed groups for improved squad communication, we have become aware that whilst these technologies provide exciting opportunities, they are accompanied by some negative consequences, if abused by users. Care must therefore be taken not to breach the BCU Code of Conduct, CANI Child and Vulnerable Adults Policy and the Data Protection Act 1998

This policy will provide guidelines for our members to develop an active, positive and responsible presence online, not only for our own Website, Facebook page and Facebook groups, but all on-line social networking communications as they relate to CANI. The absence of any reference to a specific website or service does not limit the extent of the application of this Policy. Where no specific guidelines exist to a particular situation, Coaches, Leaders, Club Members and Paddlers should use their best judgement and take the most prudent action possible based on the principles outlined in this guidance.

Guidelines when representing CANI officially

Follow CANI values – Any use of Social Media should be in line with CANI's overall mission statement "To help and inspire people to go canoeing" and to support and provide opportunities for everyone to enjoy and realise their potential within all aspects of canoeing in N.I.

Be Transparent – If you work for, or volunteer with CANI, be honest about this. Be clear about your role and if you have a vested interest in matters you are discussing online be the first to say so. Do not express your own personal views as the views of CANI, but use a disclaimer

Confidential information – When posting on the internet do not disclose any information which is confidential or proprietary to CANI, or confidential to any third party. When in doubt, do not post. You are personally responsible for your words and actions online. If you are acting as an official CANI online spokesperson, you must ensure that your posts are completely accurate and not misleading. They should not reveal any non-public information regarding CANI. Use sound judgment and common sense; if there is any doubt, DO NOT POST IT.

Be Respectful – If you are representing CANI in an official capacity, it is important that your posts convey the same positive, inclusive attitude that CANI adopts in all of its communications. Be respectful of all individuals, races, religions and cultures. How you conduct yourself online not only reflects on you, it also reflects on CANI. When disagreeing with the opinions of others online keep it appropriate and polite. If you find yourself in a situation that might become antagonistic, do not get defensive or disengage from the conversation abruptly. It is important not to respond in the heat of the moment, in a way which you may regret later – feel free to seek advice or disengage politely from the conversation.

Be Honest – stick to your area of expertise and feel free to provide your own perspective on non-confidential activities of CANI – bear in mind that you won't always know all the answers, and don't

be afraid to seek help and advice from others who may be better informed.

Use of Imagery – Internet postings should not use the CANI logo, or Club logos, without relevant permission. Please also respect brand, trademark and copyrighted info and imagery. Do not post pictures of others without their permission.

Respect the Law – Internet postings must respect copyright, privacy, fair use, financial disclosure, and other applicable laws. Security is essential – do not pass on external content or links without first checking the content or which may harm another’s computer. When using e.g. Twitter or Facebook, follow their terms and conditions. Be aware of the legal age limits for such services. E.g. the legal age limit for any Young Person to have their own Facebook Account is 13. Remember that if any member posts a link to an outside site, its content should be appropriate to all our users.

Do not use someone else’s content without their permission, and give credit as appropriate.

Dealing with mistakes – If you make a mistake correct it immediately, and make it clear what you’ve done to fix it. If it is a major mistake advise a member of CANI council, so that any necessary action can be taken to minimise the impact.

CANI reserves the right to withdraw certain posts, and to remove inappropriate comments – see Comments Policy (Below)

GUIDELINES when using Social Media Personally

- As a member of CANI, you are not always speaking for CANI officially when you are on social media. CANI respects your right to use these media platforms in a personal capacity, but we would ask that you remember the implications of referring to CANI when you do.
- Recognise when CANI might be held responsible for your behaviour online, and follow these principles when you are using social media channels as a private individual.
- Adhere to BCU’s Code of Conduct, and all relevant policies, and follow these guidelines when online.
- You are responsible for your actions but remember that those actions may have consequences for CANI. You have a responsibility when using social media platforms to not do anything online that might tarnish CANI’s image and reputation or bring CANI into disrepute.
- Look out for compliments and criticism. Even if you’re not online as a spokesperson for CANI, if you spot positive or negative remarks about CANI that look important, forward them to the CANI office, or a member of CANI council.
- If you see negative posts about CANI, or see non-members trying to spark a negative conversation, avoid the temptation to react, unless you are an official CANI spokesperson. Again, forward the post to the CANI office or CANI council to address such comments.
- Remember that all online users can see everything you post, unless you are posting within a closed group, or within private security settings. Use your judgement and common sense.
- Never disclose non-public information regarding CANI, including confidential information.

- Remember that it may cause conflict if you take a position online that is counter to CANI's interests, policies and regulations.
- Keep it friendly – CANI has a clear policy which outlines what is acceptable and appropriate in terms of comments, in order that the use of social media should be useful to our members. This should be displayed on all CANI social media forums, and may be copied and posted from here

Comments Policy

- This is your forum/group. We encourage you to get involved. Use the internet positively at all times and do not place yourself or others at risk. In the case of closed Facebook groups, invitations to join the group will be issued to the parents of squad members under the age of 18. Parents and young members alike will be encouraged to familiarise themselves with safe internet practice by following the links at the end of this page.
- This is a family-friendly forum/group, so we ask that you follow these guidelines. Posts and comments that breach these guidelines will be removed by the site moderator.
- Be respectful to all, and do not bully, intimidate or harass any user.
- Do not post photographs or videos or make comments that may be hurtful, untrue or upsetting or may be used by other people in a way you did not intend or want.
- We do not allow comments or submissions that are violent, sexually explicit, obscene, racist, abusive, hateful, defamatory, libellous or inappropriate relating to under age individuals.
- We do not allow comments that suggest or encourage illegal activity.
- We do not allow solicitations, advertisements, promotion or endorsements of unapproved advertisements.
- You take part in this forum/group at your own risk, taking personal responsibility for your comments, username and any information you provide.
- The appearance of external links does not constitute official endorsement by CANI. This should be added to all posts.

Please note – any Member making extreme slanderous, derogatory or inflammatory remarks on a social media site may also put themselves at risk of legal proceedings

CANI takes the welfare of Young People extremely seriously. If you require further information in this area, please refer to the resources section of the CANI website for our Child Protection Downloads.

You may also visit the following websites, which provide useful information and guidance for young people and adult's alike, particularly for their references to internet usage and social media:

- Childnet International @ www.childnet.com
- The Child Exploitation and Online Protection Centre @ www.ceop.gov.uk
- Childline @ www.childline.org.uk

Additional Guidelines for Coaches, volunteers and other officers

- Coaches, volunteers and other officers are in a position of trust and responsibility as regards junior members of CANI and should not be in personal contact with young people through social networking sites if their relationship with the young person is solely through CANI, and the young person's parent/guardian has not given their permission for such contact.
- Should a junior member of CANI request to become a named friend on your personal social networking page or requests that you become a named friend on their social networking page, you should decline.
- In the case of Young People aged 16/17 who have gained, or are working towards, Coaching Qualifications, or who are competing on behalf of CANI, and for whom such contact may be beneficial to their professional and/or competitive development, written consent of the parent/guardian should be obtained for the coach/officer and young person to have such contact naming the individual adult and social networking site concerned.
- The named adult must sign an agreement to keep the contact with the young person to the discussion of matters relevant to the young person's professional/competitive role within CANI.
- All such communications should be shared with an identified 3rd person (e.g. the young person's parent/guardian or child protection officer)
- In the case of closed Facebook groups set up with the purpose of improving communications and skill sharing within the group, including the sharing of group meeting places where under 18s are members, the named Child Protection officer should always be included as a member, as an added precaution. Groups need to seek approved before being established.