ONLINE & SOCIAL MEDIA POLICY & GUIDANCE

Policy
Scottish Orienteering has an official presence online and on social media sites. Scottish Orienteering will adhere to the following good practice for the social media interactions it is directly responsible for e.g. Scottish Orienteering's official social media presence:

- A moderator will check and maintain content.
- Appropriate privacy and security settings will be maintained.
- Those maintaining Scottish Orienteering's online and social media presence when alerted to the signs of poor practice online will report it as is appropriate.
- Scottish Orienteering will adhere to the guidance on use of photographic images and video clips. Images of children and young people will not be used online or on social media sites unless permission has been granted by the parents or guardians of those in images.
- Scottish Orienteering will monitor and control comments and photo uploads and remove any that contain adult content or that may cause distress or offence.
- Scottish Orienteering will not ask for people's personal contact information via social media.
- The Chief Operating Officer (COO) will investigate reported instances of online concerns including suspected grooming or inappropriate content and deal with them according to Scottish Orienteering's Safeguarding and Complaints and Grievance Policies.

Scottish Orienteering is not responsible for the communications, via social media, of any unofficial orienteering social media presence which may be about, or contain references to, orienteering.
Scottish Orienteering will issue good practice, which is contained in this Policy & Guidance, to affiliated clubs and associations and members of Scottish Orienteering.
Scottish Orienteering cannot enforce or moderate the behaviour of other social media connections to orienteering; we hope that by educating and raising awareness of the potential issues surrounding online communications we can mitigate some of the risks, including those to children, young people and those at risk.

Background
Social networking now affects all our lives. Sites such as Facebook and Twitter are excellent tools for communicating with people of all ages. These sites allow instant and two-way communication at low cost.
Scottish Orienteering has been aware for some time that as an organisation there is a need to focus on utilising the benefits of social media to communicate with members. As of the beginning of 2013, Scottish Orienteering's Social Media team (made up of volunteers and staff) has been raising our profile and increasing our presence in the digital world.
Raising Scottish Orienteering's digital and social media profile brings with it great benefits including, ability to reach more people, creating a 'shop-window' for our sport and the ability for two-way communication with our members.
Overall the ability to communicate with our members via social media has great benefits. However social media can be used in a negative and harmful way and users should be aware of how best to mitigate any risks.

Types of social networks

Facebook is the largest social networking site with over one billion users worldwide and has a mission to "give people the power to share and make the world more open and connected".

Facebook allows the creation of an online profile where users can post comments, pictures and contact other Facebook users or 'friends'. Profiles are either public or restricted to those previously accepted as 'friends'.

Twitter is a social networking and micro blogging website that enables users to send and read other user messages called tweets. Tweets are like online text messages of up to a maximum of 140 characters displayed on the author's profile page. Tweets are public unless the sender restricts the audience.

Sites such as YouTube and Google provide the opportunity to upload and view video clips. If you are new to social networking sites, then there are some great websites that go through the basics of the most used social media sites. For more information, try the BBC's Webwise series:
http://www.bbc.co.uk/webwise/topics/email-and-sharing/social-media/
As Scottish Orienteering raises its digital presence, the purpose of this guidance is to provide a recommendation of good practice to members, clubs and associations on social media usage relating to orienteering activities.

Risks and general advice

As well as the many and powerful opportunities social media allows, there are a number of potential risks for people, particularly children and young people, of using social media sites. These risks include cyber bullying, grooming and potential abuse, identity theft and exposure to inappropriate content.
There is some simple advice that everyone should consider when using social media sites;

- Familiarise yourself with the privacy and security settings for the sites you're using and learn how to use them.
- Find out how to report concerns about inappropriate content to the people who run or moderate the site.
- Think about what information you'd be willing to share with friends, acquaintances and strangers, offline in the 'real' world. Moderate your online information sharing accordingly.
- Don't give out personal information such as address, mobile number, your current location etc.
- Bear in mind data protection legislation regarding retaining and distributing personal information about yourself and others.
- Some social media sites have a minimum age for members. Facebook for example has a minimum age of 13 for anyone having a profile.
- Always be aware that social networking sites are a method of communication, like writing a letter or speaking to someone face-to-face. They are bound by the same laws and rules. Don't react in the 'heat of the moment' and then come to regret it later. What you write on social media can be there forever and as such should be considered in the same way as writing a letter or speaking directly to someone. Think before you type!

Guidance for young people

Although organisations, such as Scottish Orienteering, can put in place guidance and safeguards, it is important that children and young people are aware of the risks online and reduce the risk to them as much as possible.

- Be safe and smart online. Help protect yourself from difficult or dangerous situations. Visit www.thinkuknow.co.uk or www.ceop.police.uk and read through the tips and advice.

- Only invite or accept ‘friend requests’ from people you actually know. Don’t ask those people in a position of authority to be your friend e.g. coach or teacher, it could be embarrassing for both of you and it would be poor practice to share too much personal information.
- Don’t give out personal information such as address, mobile number, school you attend or your current location.
- Set your privacy and security settings to private or ‘friends only’.
- Don’t upload photos or send comments that may be hurtful to others.
- When uploading photos, always make sure you and any others in the image are happy for them to be online. Don’t upload inappropriate or embarrassing photos.
- Consider that anything you put online including your status, comments, tweets and photos etc may be shared or viewed by more people than you originally intended. Once it’s out there and see you can’t take it back.
- If you are worried about something that is happening online speak to your parents, an adult you trust, your school teacher, Scottish Orienteering or visit www.ceop.police.uk.

Guidance for members, volunteers and coaches

The following guidance will help to protect your privacy and prevent allegations against you. We strongly advise coaches and other volunteers communicating with children and young people do not use social media. The informality of social media could lead to misunderstandings and misuse. Good practice points for consideration include:

- If you are in a position of trust with a child or young person we advise you not to accept their friend requests or communicate with them via social media.
- If you communicate with anyone under the age of 18 make sure you have permission to do so from parents/carers. Always copy another colleague, welfare officer or moderator into the message/communication.
- Remember that any photos, video clips and comments uploaded to the internet may be there forever, even if you delete them, and they may also be viewed by people you don’t expect. Make sure photos, video clips and comments are appropriate for everyone to view and seek the relevant permissions. Do not upload photos or video clips of children and young people without parental consent.
- Don’t comment on the performance (either positive or negative) of any athletes you coach.
- If you are worried about any young person, use your organization’s reporting procedure and/or report your concerns to www.ceop.police.uk

Guidance for clubs

If your club or association has decided to have a social media presence, those involved in maintaining this should be aware of the following advice:

- Learn how to use the service you would like to provide – _for example if you have chosen to use Facebook make sure you understand how it operates, how are the privacy settings used, what safeguards are already in place and how you can use them.
- Manage your social media – Nominate a moderator or responsible person to manage the site and content. This person will need to be trained in how to spot the warning signs of bullying and grooming.
- Target the right age group – Make sure the content of the site is relevant to the age group you are targeting. No illegal, inappropriate or adult content is allowed. Do not target children under the age that may be restricted for the site, e.g. for Facebook those under the age of 13.

- Promote safety – Make sure users know how to protect themselves online and promote websites where they can receive support and advice such as www.thinkuknow.co.ukand www.ceop.police.uk.
- Personal details – do not ask users for personal or contact details including their full name, age, address, school, college or current or home location.
- Use the right images – adhere to the Scottish Orienteering guidance on the use of photographic images.

Guidance on use of photographic images and video clips

Scottish Orienteering is keen to promote the positive image of children and young people taking part in orienteering. With this in mind it is important to use positive images on marketing material, the website and on social media. There are however a number of considerations to be made;

- Only suitable and appropriate images and video clips should be considered for official use.
- Those in the photographs or video clips should be appropriately dressed, wearing suitable kit and following safety precautions.