

Wear Valley Amateur Swimming Club Good Practice Guidelines on the use of Social Networking Sites and Smart Phones

Guidance for coaches, teachers and other officers in a position of trust and responsibility in respect of children in WVASC

1. ASA members in a position of trust and/or responsibility should not be in contact with young people through social networking sites if they hold such a position in respect of that individual young person.
2. Should a young person in WVASC request to become a named friend on your social networking site or request that you become a named friend on the young persons social networking site you should decline if:
 - You are in a position of responsibility in respect of that child.
 - You hold a position of trust and responsibility in the club.
 - Your contact with the child is through an ASA club and the parent/guardian of the child does not give their consent to such contact.
3. The social network site should never be used as a medium by which to abuse or criticise ASA members or ASA clubs and to do so may be in breach of ASA Rules and Regulations.
4. The publishing of a photograph or video footage on a social networking site is governed by the same requirements as those contained in the ASA Photography Policy.

Guidance to coaches who have children that swim in the club where they coach.

The issue has been raised that parents are becoming members of social networking sites that their children sign up to for security reasons to ensure the wellbeing of their own child by being able to view their child's site. This will give the parent access via their child's site to all children listed as friends of their child. It would not be appropriate for the ASA to prevent a parent who is also a coach in his/her child's club from using this form of protection for their child's online activities.

Therefore in such cases:

- The coach can have swimmers in the club on the site they are accessing, providing the ASA under 18 year old club members on the site are listed as friends of the coach's child;
- The coach concerned should not have direct contact with those swimmers through the social networking site;
- The coach should not accept such swimmers as friends on their home site; and
- The coach should inform the Club Welfare Officer of this arrangement.

Coaches, teachers and officials who are under 18

The ASA recognise social networking sites can be a useful tool for teachers, coaches and officials within ASA clubs to share information with other teachers, coaches or officials. If, however, the teacher, coach or official is under the age of 16 while they may be a colleague, the requirements of 1 and 2 above must be adhered to.

If the young coach/official is aged 16 or 17 it is the view of the ASA that to restrict the ability to share professional information with them from other coaches, teachers or officials may be detrimental in their professional development in their role in the ASA.

Therefore, in such cases, if the parent of a young person in a position of responsibility aged 16/17 and the young person themselves requests to have contact with an adult club officer or coach for the purposes of sharing professional information relevant to their role the club should:

- Gain written consent of the parent/guardian and young person to have such contact naming the individual adult and social networking site concerned.
- Ensure the named adult signs an agreement to keep the contact with the young person to matters relevant to the young person's professional role in the club.
- Ensure all such communications are shared with an identified 3rd person (e.g. the young person's parent / guardian or club Welfare Officer).
- Ensure that if the young person or the adult is found to be in breach, the above action must be taken by the club to address the concern and / or the breach referred to the ASA or the statutory agencies if appropriate.

Young Coaches aged 18 to 21

The ASA recognise that many young coaches aged 18 to 21 will have been swimmers before becoming a coach and have been friends with their fellow swimmers, some of whom will be between the ages of 16/17. It is therefore plausible they will have those swimmers contact details and be friends on social media sites, and other methods of electronic communication.

For this purpose the ASA accepts it would be inappropriate to require such swimming friends to be removed from their social media sites.

Therefore in such cases:

1. If a coach aged 18 to 21 had friends on their social networking site that were / are swimmers aged 16/17 prior to undertaking the role of coach, the ASA do not expect them to remove those swimmers from their listed friends.
2. In such circumstances the coach is advised to inform the club Welfare Officer and head coach.
3. The head coach should make every effort to ensure the coach is not the primary coach for those specified young persons except on an occasional basis.

Guidance to ASA members under the age of 18

1. Do not ask your club coach or teacher to be your social networking site friend they will refuse as that would breach good practice.
2. Use the internet positively and do not place yourself at risk. Have a look at www.ceop.gov.uk for some useful tips.
3. Consider who you are inviting to be your friend and follow the good advice of the social networking sites to ensure you are talking to the person you believe you are talking to.
4. Always consider that any communication, comments, photos and video clips posted on a social networking site may be shared with persons other than those for whom it was intended.
5. Never share pictures of yourself or your friends that might reach other people that you do not wish to see them. Also never post or send any photographs, videos or make comments that may be:
 - hurtful, untrue and upsetting and you may regret sharing later on;
 - used by other people in a way you did not intend or want.
6. Do not put pictures of other club members on the site within the club setting as you may breach the ASA Photography Guidance. If you do wish to upload a picture you must get advice and consent of your parent, the other young person and their parent and a club officer before even considering uploading a photo. This will not prevent you having pictures of your swimming friends on your site taken outside of the sporting arena but it is good advice to always ensure they and their parents are happy with any picture you have of them on your site.
7. Always be aware that social networking sites are a method of communication like letter writing and the spoken word. They are bound by the same laws and rules. Such technology is instant and this allows you as the user to react in the 'heat of the moment', where in the past you would have been required to write a letter, which would have taken time and allowed for you to think again before sending. So never place a comment on the internet that you would not put in writing or say to the individual concerned face to face as to do so may not only breach ASA Policy but also the law.

Guidance to parents of ASA members under the age of 18

There have been occasions where parents of ASA members have used social networking sites to criticise or verbally abuse swimming clubs, its officers, officials, coaches, teachers, and swimmers in an inappropriate and unacceptable manner. This has in some cases led the person who is subject of the verbal abuse to take action through statutory agencies or statutory legislation to address the comments made.

The ASA have produced a parent's code of conduct, which can be found in Wavepower and is within the WVASC Welcome Pack. Section 6 of Wavepower states that parents are expected to: "Behave responsibly as a spectator at training and treat swimmers, coaches, committee members and parents of yours and other clubs with due respect meeting the ASA commitment to equality". Parents should be

aware that posting messages, comments or any other media on a social networking site that breaches the above requirement of a parent in an ASA club may breach the ASA Parents Code of Conduct.

Social networking services, social media and sport: Guidelines for safeguarding children and young people

The CPSU Briefing Document “Social networking services, social media and sport: Guidelines for safeguarding children and young people” gives more in depth guidance on social networking sites and can be accessed via the Child Protection in Sport Unit website at www.cpsu.org.uk. Further to the above the ASA Web Team has produced a user guide for parents and swimmers for Twitter, which is available to view on the ASA website

What to do if you have concerns

As a user of a social networking site, whether you are a child or an adult, you may at some time have a concern about what you are seeing or being told about by another user. Concerns may range from negative or abusive comments and cyber bullying to suspected grooming for sexual abuse. The ASA has drawn up a list below of agencies that you can contact, anonymously if you wish, where you can raise such concerns.

- The Child Exploitation on Line Protection Unit (CEOP) at www.ceop.gov.uk or by pressing the CEOP button on Facebook or on the “Child Power” section of the ASA website.
- The ASA through swim line 0808 100 4001.
- If you are under 18 use the “your Chance to Talk” form on the “Child Power” section of the ASA website.
- Childline 0800 1111 or www.Childline.org.uk.
- www.childnet.org.uk which is a NSPCC support service specifically for young people.
- Childline.org.uk which is another NSPCC support service. Using this website, children can talk confidentially to NSPCC advisors online about any issues or problems they may be experiencing, using an application similar to Instant Messenger (IM). Stop it Now freephone 0808 1000 900.
- The Local Protection Police Team 101 ask for the Safeguarding Unit Durham County Council Social Care Team 0845 850 5010 scd@durham.gov.uk or Children’s Services.
- The NSPCC helpline 0800 800 5000 or www.nspcc.org.uk for adults concerned about the welfare or safety of a child.
- The Internet Watch Foundation (IWF) www.iwf.org.uk. The IWF was established by the internet industry to provide a UK internet Hotline, which can be anonymous for the public and IT professionals to report criminal online content in a secure and confidential way. They work in partnership with other agencies to minimise the availability of this content, specifically:
 - Child sexual abuse images hosted anywhere in the world.
 - Criminally obscene adult content hosted in the UK.
 - Incitement to racial hatred content hosted in the UK.
 - Non-photographic child sexual abuse images hosted in the UK.

(Reviewed May 2014 and adapted from Wavepower 2012 p.80)