

Poseidon Lifesaving Club

Social Media & Online Safety Policy

1. Purpose

This policy outlines how Poseidon Lifesaving Club uses social media safely and responsibly. It aims to:

- Promote the club positively
- Protect children and young people (under 18)
- Ensure all members, coaches and volunteers understand acceptable online behaviour

Social media provides valuable opportunities for communication and engagement, but also carries risks that must be managed appropriately .

2. Scope

This policy applies to:

- All members (including juniors)
- Coaches, volunteers and committee members
- Anyone representing the club online

3. Key Principles

All club-related social media use must:

- Be respectful, inclusive and appropriate
- Protect the welfare and privacy of young people
- Reflect the values of the club and lifesaving community
- Avoid any content that could harm individuals or the club's reputation

4. Acceptable Use

Members and representatives must:

- Treat others with respect at all times
- Think before posting - content is permanent and shareable
- Use appropriate language (no offensive content)
- Ensure posts are suitable for all audiences
- Correct mistakes openly rather than deleting misleading content

5. Unacceptable Behaviour

The following will not be tolerated:

- Bullying, harassment, or humiliation of others
- Sharing inappropriate content (violent, sexual, illegal, abusive)
- Discriminatory language (racism, sexism, etc.)
- Sharing confidential or personal information
- Glorifying dangerous behaviour, excessive drinking or drug use

6. Safeguarding & Young People

To protect children and young people:

- No personal information (address, phone number, etc.) should be requested or shared
- Adults must not engage in private or inappropriate messaging with juniors
- Communication should be transparent and, where possible, via group or official channels
- Any concerns about online behaviour must be reported immediately

7. Club Social Media Accounts

- All official accounts must be approved by the committee
- Accounts should be managed by a designated, vetted adult (ideally club's Public Relations Officer)
- Use a club email address (not personal accounts)
- Login details must be stored securely
- Privacy settings must be reviewed regularly

8. Images & Video

- Consent must be obtained from parents/guardians before posting images of children
- Avoid naming children alongside images
- Avoid using images that could identify locations or personal details
- Content must be appropriate and respectful

9. Moderation & Responsibility

The club will:

- Monitor its social media platforms regularly
- Respond to messages within a reasonable timeframe (e.g. 24 hours)
- Remove inappropriate content where necessary
- Take action where members breach this policy

10. Reporting Concerns

Any concerns about:

- Inappropriate posts
- Bullying or harassment
- Safeguarding issues

Must be reported to:

- The Club Child Safeguarding Officer

Serious concerns (e.g. grooming, abuse) should be escalated to appropriate authorities in line with safeguarding procedures.

11. Breaches of Policy

Breaches may result in:

- Removal of content
- Warning or suspension
- Disciplinary action in line club constitution

12. Review

This policy should be reviewed regularly and approved by the club committee to ensure continued compliance with safeguarding best practice.

Poseidon Lifesaving Club

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