



North Petherton Gym Ltd

Social Media Policy

Purpose

This policy is designed to provide helpful, practical advice to members of staff in respect of using social media effectively and positively. As a gym we encourage the *responsible* use of communication in all forms whether verbal written or digital. This policy reflects North Petherton Gym Ltd. commitment to upholding safeguarding standards in respect to our young and possibly vulnerable young adults and staff.

Scope

This policy covers the requirements of all Staff, Coaches and volunteers and anyone else identified as working for North Petherton Gym Ltd in any capacity. It outlines the responsibilities and liabilities of North Petherton Gym Ltd in regard to the communication of comments and images on such networking sites as Twitter, Instagram, Snapchat, Facebook, internet blogs and other on-line media platforms, personal mobile and photo relaying and gives further guidance to anyone connected with the gym who may not be in an official role.

Rationale

North Petherton Gym Ltd realises that social media has become increasingly popular in recent years, because it allows people to connect in the online world instantly. It can be hugely beneficial in disseminating information about North Petherton Gym and its members of specific age.... but participants are made aware that comments that bring the gym or individual into possible disrepute may initiate criminal proceedings.

North Petherton Gym Ltd recognises that we all live in a society that promotes free speech and freedom of expression, but we would caution that anything that you write has the potential to enter the public domain. Consequently, we would request that all social media commentary or adverts relating to North Petherton Gym Ltd is of a positive nature - please think carefully before making comments that may lead to unintended consequences.

General Guidance

Individuals are made aware that the publications of film / images / comment on any of the above sites are of a public forum nature and should therefore note the following:

- North Petherton Gym Ltd uses Social Media to promote the gym in a positive way.
- Individuals post such information as their account and are not acting in any way as a member of staff. Staff are not allowed to direct message members from their personal phones, the Gym's email or social media account must be used.
- Comments made in reference to a person's ethnic origin, colour, race, nationality, faith, gender sexual orientation or disability may attract the Gyms disciplinary procedure or reporting to the police for possible prosecution.
- If any individual has any grievance or criticism on any aspect of the gym's business, then in the first place, it should be directed to any Director.

- We would request that you refrain from any negative comments about, members parents, coaches, or any other person etc. and that you avoid gossip, slanderous comments, disruptive comments, threatening comments, and anything that could be construed as abusive, harassing, obscene, libellous, or an invasion of another's privacy. Serious instances of irresponsible use of social media platforms associated with North Petherton Gym Ltd may be referred to the Directors and result in disciplinary procedures or may initiate criminal proceedings.
- North Petherton Gym Ltd uses two forms of network information sharing:
 - Open Groups – publicly viewable pages
 - Closed Groups – information can only be seen by those who are part of that group.
- All parties directly associated with the gym must seek permission to start a group or page, whether they are part of Closed or Open groups. Tight controls are used by the gym regarding editors, moderators, material, and tone of content that can be uploaded and/or displayed to protect those that this policy applies to, while achieving the desired effect of having the group or page.
- Where a Closed Group is set up, Directors must be included in that group. The gym is also responsible for actively monitoring and managing content posted by 3rd parties, and must deal with any spam, complaints, abuse, or other inappropriate posts in a sensitive and timely manner.
- The gym will not use any of its closed or Open Groups or pages to promote unrelated pages or sites.

Everyone associated with North Petherton Gym should respect the following....

DO... Think before you post anything regarding North Petherton Gym Ltd into the social media world.

DON'T.. Use inappropriate language.

DON'T.. Befriend any junior members or their parents online.

We ask that all individuals respect any comments that are generated are made in relation to the gym.

Teamwork

Teamwork is essential to our environment. We welcome all new members and include all because working as a team enriches our lives.

Respect

Mutual respect forms the basis of our gym. We hold in high esteem our gym, its values and traditions and earn the respect of others in the way we behave.

Enjoyment

Enjoyment is the reason we train and support each other. We safeguard our young members and help them have fun through exercise.

Discipline

Strong discipline underpins our gym.

Sportsmanship

Sportsmanship is the foundation upon which sport is built.

Reference

We are committed to upholding the contents of the following policies and procedures:

North Petherton Gym Ltd Safeguarding Children and Vulnerable Adults Policy

North Petherton Gym Ltd Safeguarding Policy

North Petherton Gym Ltd Disciplinary Policy

Review

This policy will be reviewed every two years

Sharon Sweet - Jun 26