

## Social Media Policy

### Purpose

The purpose of this guidance is to set out the GBSA rules regarding social media. It applies to all individuals who are members of GBSA, parents of members or peoples engaged by or on behalf of GBSA. We shall therefore define all such individuals as members.

This guidance is an overview of what is a broad and rapidly changing area that affects us both whilst skating and at home. Therefore, all members should use their own professional judgment about what does, and what does not, constitute acceptable behavior when using social media and if they are in doubt they should speak to their respective Head of Figures/Free or Dance.

The presence members create online can influence the perception held by others about the federation and as such they are required to maintain a professional approach, ensuring that the reputation of the Federation, its officials, coaches, suppliers and members is not damaged through inappropriate online comments or posts.

### Social Networks

Social networking refers to sites where information or images that you post are presented in the public domain, normally through friends, fans or followers. Commonly this includes sites like Facebook, Twitter, Instagram, Snapchat, YouTube etc.

### Personal Responsibility

Members are responsible for what they post and must exercise caution and common sense when doing so. Due to the interconnected nature of social media activities, members should bear in mind that what they post can be seen by others who could be current members, officials, suppliers or prospective suppliers, officials or ex members.

Members should not in any circumstances, post comments or images which:

- Identify or could identify the Federation, which may have any negative or defamatory connotations.
- May contain any commercially sensitive or confidential information that has not been endorsed by GBSA.
- May be subject to copyright.
- Members should not post any comments and/or images that could be interpreted as being inflammatory, malicious or slanderous against others. Members are also reminded that they should not post anything that could be described as discriminatory or offensive to others.

GSBA recognise that there may, in certain circumstances, be a need for local information regarding activity being undertaken to be published via social media; for example, where doing this assists us to raise our profile and meet expectations of external bodies such as Sports England, Worldskate etc.

Where this is the case, guidance should be sought from the respective Director of who will ensure that any postings or pages which are set up are uniform and approved.

For example, any pages reflecting the work of GBSA within social media needs to have correct logos and GBSA's information attached, and be linked to one another, whilst still retaining their local angle.



If you see or are aware of any content on social media that reflects poorly on GBSA or its members or may contain commercially sensitive or confidential information you should contact your respective Director immediately.

All members are responsible for protecting our Artistic Skating reputation.

A breach of any of the above will potentially be treated as misconduct and may result in disciplinary action up to and including suspension. Disciplinary action may be considered regardless of whether the breach is committed during skating or personal time, and regardless of what platform is used. Any member suspected of breaching this guidance will be required to co-operate with an investigation.

Members are reminded that GBSA has policies and procedures in place which cover confidentiality, equality, harassment and discrimination, and as such they should not disclose any information about members, GBSA, its officials, National and International governing bodies or other associated organisations, or write in such a way that it is likely to damage the reputation of the Federation or offend or upset members, officials, coaches, suppliers or other persons associated with the Federation.

Some examples of breaches may be:

- Adverse comments about judging following a competition/championship.
- Posting information that may bring GBSA into disrepute.
- Use of inappropriate posts which promotes bad language, nudity or humour of a sexual nature.
- Adverse comments about any official, member or supplier irrespective of its nature
- Portrayal of a member in any situation which could be viewed as inappropriate.
- Any comment, picture or situation that may reflect on the member being viewed in an inappropriate manner, detrimental to that of an athlete or professional member of GBSA.

**NB We fully understand that social media is the current communication of this generation, however, the impact of derogatory posts which can be taken out of all contexts will not be tolerated.**

**We will also not tolerate any adverse comments from parents or relations of athletes, officials as this may cause unwarranted embarrassment to the respective skater or official.**

**We will also challenge any posts from our members which may be construed as an implied criticism of GBSA, it's officials or members.**

If you have any queries in relation to this guidance, please contact a member of the Executive Board.

**GBSA Executive Board**

**May 2024**



## Social Media Acceptance Policy

Name of Club.....

Name of Club Chairperson.....

I ..... acknowledge receipt and issue of the GBSA Social Media Policy. I can confirm that all members have agreed to abide by this policy.

Signed.....

Dated.....

