



Social Media Policy

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1	Executive Committee	June 2022	June 2025
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Version control

Version	Summary of changes
1.2	Minor changes to the overall wording and structure of the policy

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Introduction

At the BJJ GB we believe that all our directors, committee members, employees, volunteers and members should be able to work and participate in ju-jitsu in a respectful and inclusive environment. We have a zero-tolerance approach to any form of unacceptable behaviours, and are committed to prevention, management and challenging of such behaviours to create an environment in which everyone feels safe and able to enjoy ju-jitsu. This approach also applies to how our committee members, employees, volunteers and members behave in online environments, including the use of social media.

This policy provides information on the BJJ GB's Social Media Policy. It explains the scope of the policy, provides clarification on online behaviours and expectations we have of all BJJ GB members and everyone associated with BJJ GB, and outlines the process for reporting a breach of this policy. This policy also provides guidance on how to seek assistance and support if needed.

This policy has been developed to inform about the use of social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. It provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy needs to be viewed in conjunction with the Code of Ethics, Bullying, Harassment and Discrimination Policy, Complaints Policy, Trans Inclusion Policy, Equality, Diversity and Inclusion Policy and the Equality, Diversity and Inclusion Action Plan, and any other related BJJ GB policies.

We will address and endeavour to eliminate unacceptable behaviour, including behaviour that occurs online, by:

- promoting positive and inclusive working and training environments; making sure everyone is treated with respect and dignity and feels safe to practice and enjoy ju-jitsu;
- ensuring that all allegations are fully investigated and dealt with, using the relevant policies;
- providing access to confidential support and signposting to external services where appropriate.

We encourage all member associations and member clubs to use this policy as a guide and safely challenge unacceptable behaviours to promote positive and inclusive environments for everyone.

Scope

This policy applies to the BJJ GB Board of Directors, all Committees, employees and volunteers acting in any capacity, and to member associations and member clubs where a separate policy does not exist.

Some member associations and member clubs may have adopted a separate Social Media Policy which should be followed.

Definition of terms

Social media is the collective of online communications and media channels dedicated to community-based input, interaction, content-sharing and collaboration via a range of technologies such as desktop, laptop, tablets, smartphones, gaming consoles and platforms and other internet enable devices. Websites and applications dedicated to forums, micro blogging, social networking, social bookmarking, social curation and wikis are among the different types of social media and examples of social media platforms include, but are not limited to, Facebook, YouTube, Twitter, Google+, WhatsApp, Instagram, TikTok, Snapchat, Pinterest, LinkedIn and Reddit.

Application of the policy

Managing BJJ GB's online presence

The BJJ GB's online presence, through websites, email communication or social media platforms, will adhere to the following guidelines:

- All social media accounts will be password-protected, and at least 2 members of the Board of Directors (BoD) will have access to each account and password.
- The account will be monitored by at least two designated BoD members, who will have been appointed by the BoD, in order to provide transparency.
- The designated BoD members managing our online presence will seek advice from our designated Directors of Safeguarding to advise on safeguarding requirements and reporting.
- The designated BoD members managing our online presence will seek advice from our designated Director of Equality, Diversity and Inclusion to advise on EDI requirements and reporting.
- The designated BoD members will remove inappropriate posts by members, explaining why, and informing anyone who may be affected (as well as the parents, guardians or carers of any children or vulnerable adults involved).
- The BoD members should decline requests from children under 16 to join the BJJ GB social media groups. Children under 16 may follow the BJJ GB pages or accounts.
- No members under 16 years of age may participate in WhatsApp messages or groups with BoD or Committee members, or volunteers/members managing social media accounts.
- The BJJ GB will be responsible for ensuring all BoD members are aware of who manages our social media accounts and who to contact if they have any concerns about something that's happened online.

- The BJJ GB will be responsible for communicating reporting procedures to members, member associations and clubs if they wish to make a complaint or raise a concern about something they have seen online.
- The BJJ GB's groups and events settings will be set to 'private' so that only invited members can see their content, outside of their main accounts. Main accounts may remain 'public', as this is necessary for marketing and communication purposes.
- The BJJ GB will be responsible for gathering the consent of individuals identified in their social media posts (e.g. photographs, video).
- Identifying details such as a member's address, school name or telephone number shouldn't be posted on social media platforms.
- Any posts or correspondence will be consistent with our aims and tone as a Governing Body.
- Parents, guardians or carers will be asked to give their approval for us to communicate with their children through social media. This will only be in exceptional circumstances, where BoD or Committee members are required to communicate online, with children, such as via video conferencing platforms.
- Video conferencing sessions will be password protected in order to maintain children's privacy and prevent exposure to inappropriate or harmful content by third parties.
- For the avoidance of doubt, the BJJ GB has a zero-tolerance approach to online bullying, harassment, discrimination or abuse. Complaints will be fully investigated under the Bullying, Harassment and Discrimination Policy, and other relevant policies as appropriate, and details may be passed to third parties for investigation.

Online behaviours

Everyone connected with the BJJ GB has a duty to challenge unacceptable behaviour (including in online spaces), either in an informal or formal way, and raise a complaint if necessary using the process outlined in the Complaints Policy.

The BJJ GB Code of Ethics and other related codes and policies state the expected behavioural standards, this includes behaviour on social media. The BJJ GB can provide the following additional principles for members of the Board of Directors and all Committees, volunteers, members and member associations and clubs:

- Pause and think about what you are posting and the impact it might have.
- Be careful, respectful and positive. You are personally responsible for what you post. If in doubt, don't post it.
- Think about your image – 'What do I want people to think about the BJJ GB or my association/club?'
- Consider who you are interacting with - you will likely come into contact online with under 18s. Familiarise yourself with the BJJ GB safeguarding policies and guidance in relation to engaging with under 18s.

- Respect confidentiality - do you have permission to share information more widely than the members of the Board of Directors or Committees, your association or club?
- Remember many different audiences will see your posts including BJJ GB members, potential members, club members, children, members' relatives and friends.
- Be smart about protecting yourself, your privacy, and confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully and your privacy settings.
- Don't post content that discriminates against individuals or groups on the basis of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.
- Anything that could be interpreted as harassment, ridicule or likely to cause offence to an individual or group and/or language that could lead to an individual feeling unwelcome or unsafe, will be treated as unacceptable under this policy.
- Everything you write is treated as a direct quote, i.e. 'Don't tweet what you wouldn't say to your parents' or 'Think before you tweet' or 'Would I say this face-to-face to someone?'.
- Don't speak negatively about other members, clubs, associations, competitors, officials or governing bodies. Never use slurs, personal insults or obscenity. Be professional and respectful.
- Be in the right state of mind when you make a post. Don't post when you're angry, upset, or your judgement is impaired in any way. Be very careful what you say, do and post because once it's on a social media channel, it can go viral very quickly.
- Don't engage in online disputes and don't allow family or friends to argue on your behalf.

Expectations

Those responsible for managing of social media accounts and posting on social media (collectively titled Social Media Administrators – SMA) should be aware of this policy and behave in accordance with it.

- SMA should seek the advice of the designated Safeguarding or Equality, Diversity and Inclusion Officer within their member association or club, or the BJJ GB if appropriate, if they have any concerns about the use of the internet or social media.
- SMA should communicate any messages they wish to send out to children to the designated BoD members responsible for the BJJ GB online presence. SMA should not communicate with children via personal accounts.
- SMA should not 'friend' or 'follow' children from personal accounts on social media and maintain the same professional boundaries online as they would in person when using association or club accounts.
- SMA should make sure any content posted on public personal accounts is accurate and appropriate as association or club members may 'follow' them on social media.

- Rather than communicating with parents, guardians or carers through personal social media accounts, SMA should choose a more formal means of communication, such as face-to-face, in an email or in writing, or use an association or club account or website.
- Emails or messages should maintain the association or club tone and be written in a professional manner, e.g. in the same way you would communicate in a professional setting, avoiding emojis or using slang or inappropriate language.
- SMA should not delete any messages or communications sent to or from association or club accounts.
- SMA should undertake online safety training, where offered, and gain a basic knowledge of the platforms and how to report or remove inappropriate content online.
- Any concerns reported through social media should be dealt with in the same way as a face-to-face disclosure, according to the relevant policies.
- At least one parent, guardian or carer must be present during the delivery of any activities via video conferencing platforms at home. Any delivery of activities to children via video conferencing platforms will be supported by an additional member or volunteer (even if they're not actively delivering) to ensure safety for volunteers and members, as well as children and vulnerable adults.

Member associations and clubs

Member associations and clubs should be aware of this policy and the behaviours it sets out. We expect members' behaviour online to be consistent with the guidelines set out in our codes and policies, relevant to their role in ju-jitsu. Members should take the necessary steps to protect themselves online.

Parents, guardians and carers

Parents, guardians and carers should be aware of this policy and understand the role of the BoD members and SMA. Parents, guardians and carers should protect children's privacy online and think carefully about what content they share about our sport online, where they share it and who they're sharing it with. We expect behaviour online to be consistent with the guidelines set out in our codes and policies, relevant to parents, guardians and carers.

Breach of policy

Any concerns or complaints identified as a result of breach of this Social Media Policy should be raised according to the process detailed in the Complaints Policy and the Bullying, Harassment and Discrimination Policy.

Review and monitoring

The Board of Directors are responsible for reviewing and updating the policy in line with any new legislation or statutory changes at regular intervals, i.e. every 3 years or sooner if required.

Monitoring complaints related to breach of this policy, both informal and formal, is important in order to identify areas that need addressing and any training that may be required.

A confidential record will be kept of all formal complaints and their outcomes, and will include information relating to 'protected characteristics', member club and/or association, time scales and any feedback provided by parties involved.

A yearly report will be provided to the Board of Directors to inform any review or update needs and future actions.

Support available

- [National bullying helpline](#)
- [Anti-bullying Alliance](#)
- [Childline](#)
- [Citizens Advice](#)
- [ACAS](#)
- [Supportline](#)
- [Mind](#)
- [Disability Rights UK](#)
- [NSPCC - Protecting children from online abuse](#)
- [NSPCC - Protecting children from bullying and cyberbullying](#)
- [NSPCC - Child protection system in the UK](#)
- [NSPCC – Online safety](#)
- [UK Safer Internet Centre](#)
- [Child Exploitation and Online Protection](#)