

Raheny Shamrock Juvenile Section

Use of Social Media Policy

This policy is in line with and in addition to the Athletics Ireland Social Media Guidelines

General use of Social Media

Raheny Shamrock Athletics Club embraces technology and values the importance of communication within and about the Club. Several different social media platforms are used within the Club to communicate with athletes, parents/guardians and the general public.

These platforms should be used to:

- Promote Club Policies and Procedures,
- Publicise club activities, before and after the events.
- Improve communication with members.
- Provide coaching and training information for parents.
- Provide Health and Safety announcements and guidelines.
- Publish fixtures and results.
- Provide education and information to coaches, parents and club members
- Display photographic images, videos and other similar content. This should be in accordance with the Guidelines as outlined in the 'Filming and Photography Policy Guidelines'.
- Engage Athletes, Coaches, Parents and club community in their support and enjoyment of athletics
- Build an image and raise awareness of the club.
- Reinforce and further the club's reputation.
- Encourage new membership.

Social media can change and update rapidly. Raheny Shamrock Athletic Club will continue to choose the platforms that are most effective in communicating with their audience in a safe manner. Club social media accounts will be group/organisation and community / sports pages. Social media platforms will be moderated and moderators will be aware of privacy and safety settings on the platform. Moderators will also be aware of relevant child protection policies, as well as legislation and best practice with regard to social media use.

We understand that club members have personal social media accounts for their own use. We ask that this remains separate to your club account and remain mindful of all content.

The Club reserves the right to request, the removal and /or deletion of any Club related material from any social media platforms, group apps or texts if the Club committee deems it inappropriate. The Club will be mindful that we will receive both positive and negative feedback allowing our members and followers to express their opinions if they are not offensive, libellous, or defamatory. Breaches of the social media guidelines should be reported to the Club Chair and if children are involved it should also be reported to the Children's Officer.

Juvenile Section

The Club also uses social media platforms, apps, mobile phones and email to communicate directly with parents/guardians of juvenile athletes to provide information on scheduling of training, competitions and Health and Safety announcements. These social media sites, website, email, mobile phones, text messaging and Apps will only ever be used for enabling communication with the membership as a whole. They should not be used for communicating with individual underage members. Coaches and volunteers should never place themselves in a compromising position by texting or communicating via social media sites, apps, texts or email with juvenile athletes individually. All communications should be sent via approved club channels to the parents or guardians of juvenile athletes including teenage volunteers. When a juvenile member's parents or guardians are not available or unable to communicate affectively through social media platforms, a safe alternative should be sought in consultation with the Club Children's Officer.

The following Rules apply to coaches and officials when communicating with juvenile athletes:

- Do not engage in communications with underage athletes via personal social network sites.
- Always use official club group text or social media sites to communicate with juvenile athletes.
- A personal page/account should not be used by a club to communicate with children.

Use of WhatsApp

Within our Club the most effective way to disseminate information regarding training or events has become through platforms such as WhatsApp. They are quick, accessible, and widely used among our club members. Their primary use is to communicate formally. Whichever way we choose to communicate with our members we ask that the guidelines outlined in this document are adhered to.

If WhatsApp is chosen as a formal or informal means of communication, the following guidelines should be followed:

- When setting up new groups or adding a new member to a group, it is imperative that the participants consent is always sought through a formal request to join and an option to decline. Participants should never be automatically added. This is a requirement under GDPR legislation.
- Never use WhatsApp to communicate with your Juveniles. Children (u18) should never be part of a WhatsApp group. The safeguarding concern is that users can see personal phone numbers of users and their pictures.
- Participants in a WhatsApp group should be explicitly made aware of the group's intended use and how it should be used.
- Inform participants that they may report inappropriate content to the administrators of the group, the Club Children's Officer or a member of Raheny Shamrock Athletic Club Committee.