



Social Media Policy – BWL Members

Overview

At British Weight Lifting (BWL), we embrace and respect the power and opportunity which social media offers, we use it to promote and drive engagement in our sport, showcase our ambitions and successes and provide our members with valuable information.

This social media policy is designed to encourage and help all BWL members (including coaches, athletes and volunteers) to use social media and other digital media appropriately to enhance our sport. There are many benefits to using social media as it helps communicate with the public, to consult and engage and be transparent and accountable. Alongside these benefits, we need to be aware of the responsibilities that come with it, and ensure we maintain the highest levels of propriety.

When choosing to use social media, you are acting as a public ambassador of BWL so this policy should help you understand your responsibilities and look after yourself, BWL, any associated programmes and stakeholders. As an athlete you may be seen by the press and stakeholders and are potential role models and are expected to behave professionally with due respect to all others.

Social media means any form of personal online communication. It includes well-known websites and Apps such as Twitter, Facebook, LinkedIn, Instagram, SnapChat, Whatsapp and iMessage but also includes less well known and developing Apps. Social media is constantly evolving, and this policy covers these well-established mediums as well as new ones which may arise in future.

Confidentiality

You should never disclose confidential and/or commercially sensitive information relating to BWL or its programmes. Confidential information can include contractual or financial information, images, information taken exclusively from any of our High-Performance Training Facilities, commercially sensitive information relating to sponsors or other partners, internal and external communications.

Your social media posts should always respect the rights and privacy of others. You should not post images, videos or information which reveal private moments, or private information about other athletes, members or BWL employees without consent.

Conduct:

You must not publish anything on any form of social media which may bring you, the sport, BWL and its programmes into disrepute. In particular:

- Treat everyone you interact with online with respect
- Use respectful language, in all interactions. Communicate with courtesy avoiding profanity, slurs, hate speech or any language that could be considered harassing, threatening or discriminatory
- Don't post any comments, videos or photographs which are likely to upset, offend or otherwise cause harm to others that see the content
- When considering the audience that you are posting to, be aware that there will be different sensitivities and life views. Content which isn't intended to be offensive can cause distress or offense to others
- If in any doubt, don't post it.
- Remember – once something is posted online, it's very difficult to remove it.

Don't make comments or jokes or post any content which could be offensive to protected groups or communities. This includes content relating to the following:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race, colour or ethnicity
- Religions and beliefs, including those that don't have a belief
- Sex (gender)
- Sexual orientation
- Nationality, ethnic or national origin

When posting on social media platforms you should consider fully the potential consequences of engaging publicly. Think about who might have access to your social media content and how this could be interpreted. This may include journalists, competitors, stakeholders, colleagues and leadership teams. Don't post anything you wouldn't want them to see. Any post on social media regardless of privacy setting, is essentially public and can be tracked back to you and/or BWL, even if it is deleted.

You are responsible for everything you post, say and share.

Online Security and Safety

Ensure you always have the best security on all your social media settings. Particularly, you should always seek to use the most up to date two factor authentication or login verification offered by each platform/App.

Online abuse is a fact of modern life, but this does not mean it should be tolerated. If you receive any form of abuse online, we recommend that you do not respond to the abuser but instead seek the help and support of BWL. Take a screen shot of any abuse received and report it to BWL who will do everything they can to help and support you.

When using Snapchat (or indeed any platform/App where content is supposed to disappear) please be aware that there are many third-party programmes and other ways that people you communicate with can download your material without you knowing.

There have been many instances of people sharing information, photos or videos on Snapchat and that content appearing online. Be extremely cautious about sharing sensitive information and don't work under the misapprehension that what you do online will disappear.

Safeguarding

You should avoid interacting on social media with children or other vulnerable people in your care or who you work with on a professional level. Particularly, you should not accept friend requests nor engage with private direct messages on social media. If there is a requirement to engage with young people on social media regarding camps etc. you should seek permission to do so from a parent/guardian and/or have the parent/guardian in on the same message.

BWL recommends that business social media accounts are used for any professional contact rather than personal accounts.

Where a child is under 16, obtain parent/guardian consent to capture or use their child's image and if you want to publish an image, show it to the parent/guardian and the child in advance so that they are aware of the way it will be used to represent BWL. If the child is over 16, ask the child for consent to ensure they are aware of the images being captured and the way in which they will be used and check that they are happy with that.

The minimum age for use of social media is 13 and you should never encourage children younger than that age to use social media (for example, posts by children of that age should never be liked).

Cases where BWL may take action

BWL reserves the right to take action against a BWL member in the following circumstances

- The disclosure of confidential information or personal data
- Criticism of or complaints about BWL staff, volunteers or representatives which should be directed through the complaint's procedure
- Comments that could bring the sport into disrepute
- Discriminatory or bullying comments aimed at one or more people or a group of people, including (without limitation) comments based on disability, race, sex, gender, sexual orientation, religion or belief, age, marital status or pregnancy or maternity.
- Safeguarding concerns

This policy will be regularly reviewed and may be amended by BWL at any time at its absolute discretion. This information should be read together with other relevant agreements, contracts and policies such as the relevant code of conduct for your position/association with BWL.

Reporting concerns

To report any concerns about the use of social media please contact enquiries@britishweightlifting.org

[bwl-complaints-procedure-140524091747.pdf](#)

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