

## British Cycling North West Region

### Social Media Policy

#### Objective

Social media is popular and proving increasingly beneficial to members in communicating and sharing information. The purpose of this document is to guide members, coaches and administrators in utilising social media in a safe, sensible and enabling manner with the overall principle of promoting mutually beneficial cycling activities and to avoid safeguarding issues. It is also a means of preventing any inappropriate relationships or bullying through effective management and the implementation of measures to safeguard users.

To support that objective the following rules will be used:

- All social media platforms that use the name of BC North West Region, or its derivatives, will promote the ethos and rules of the Region and British Cycling, especially its ethos that all participants are all welcome to join in any activities promoted by the Region. Like the aim of the Region, all platforms must promote an encouraging and enabling cycling experience for all participants.
- Several social media platforms are run under the name of BC North West Region and they are open to all participants to join. No sub-groups, not open to all participants, may be considered as Region sites.
- Use the privacy settings on the various sites to ensure that your content will only be viewed by appropriate people.
- No private discussions should take place, particularly between an adult within the region and a young rider. No personal, private or inappropriate entries should be posted. Photos and videos must be appropriate, but, in the case of younger or more vulnerable members, only where parents and carers have specifically consented. No post should cause offence. (For the avoidance of any doubt, a young rider is defined as anyone under the age of 18 years)
- Coaches and others in a position of trust/responsibility should not accept friend requests from or communicate with the riders they coach on their personal profiles.
- Any ride or activity that may not be suitable for all members must state the reasons why this is the case e.g. a ride with the stated intention of averaging 16-18 mph or off road ride.
- No oppressive or bullying behaviour that may be seen as discouraging, demoralising or offensive is allowed, always remembering that omission can be seen as such behaviour. This includes posts on members personal accounts regarding other members.
- Know how to report concerns relating to inappropriate use of social media.
- Contravention of these rules may contravene the British Cycling Code of Conduct and will be reported to British Cycling, which may lead to disciplinary action.
- All entries should support the equality and welfare rules of the Region and those of British Cycling.

#### What we expect from Young Riders:

- Consider carefully who you invite to be your friend online and make sure they are who you actually think they are.
- Protect yourself online, use Privacy Settings, look at websites such as [www.ceop.gov.uk](http://www.ceop.gov.uk) and [www.childnet.com](http://www.childnet.com) if you are unsure about this.
- Remember that anything you post on social media platforms may be shared with people you don't know.
- Never post comments, photos, or videos that may upset someone, that are untrue or that are hurtful. Think about whether you may regret posting the content at a later date.
- If you are worried or upset about something that's been posted raise this with your Club Welfare Officer. You will be listened to and your concerns will be taken seriously.
- If you want to talk to someone anonymously, call Childline on 0800 1111, or contact them on the web at [www.childline.org.uk](http://www.childline.org.uk) . You can also call the NSPCC on 0808 800 5000.

#### Advice to Parents of Young Riders:

- If you are concerned about any social networking posts or any other use of communication technology using the name of the BC North West Region or its derivatives, please report this to the Regional Board Member responsible for safeguarding and welfare using the email address [safeguarding@bc-nw.co.uk](mailto:safeguarding@bc-nw.co.uk). Appropriate action will be taken.
- You may choose to immediately report possible online abuse to the Child Exploitation and Online Protection Centre (CEOP) or the Police. Law enforcement agencies and the internet service provider may need to take urgent steps to locate a child and/or remove the content from the internet. Where a young person may be in immediate danger, dial 999.
- Do not post/send negative or critical comments or messages about other young riders in the Region, officials or volunteers. If you have concerns about a person, these should be raised using appropriate channels and not using social media.