

## **Endeavour Ipswich Basketball Club**

### **Online and Social Media Policy**

**Updated 27/08/2025 JG**

#### **Introduction**

This policy provides guidance on the procedures that will support and underpin the use of social media and other online services within our club. It is important that all players, parents, staff, volunteers, coaches, management and committee members, or anyone working on behalf of the organisation are aware of this policy and agree to the following terms.

This policy is intended to cover all aspects of Ipswich Basketball's online presence but as the internet, and particularly social media, is a constantly evolving environment the core aims and guidance contained in this policy are more important than practices specified for each individual platform. It is of paramount importance that all staff, volunteers, players and parents are familiar with the aims and guidance of this policy.

Ipswich Basketball takes the safeguarding of its young people's welfare as a primary objective and breaches of this policy will be acted upon. It is important that anyone who feels uncomfortable with the use of social media by a club representative speaks to a Welfare Officer or member of the committee at their earliest convenience to allow the club to take the necessary measures.

#### **Section 1: Online Safety and Mitigation**

Ipswich Basketball Club operates a wide range of online presences across its website and a variety of social media platforms. These are, in turn, operated by a number of volunteers including club committee members, coaches, and parents associated with the club.

Although the club recognises that every individual associated with Ipswich Basketball will have their own approach to the use of social media, we ask that the following aims and checklist are used whenever choosing to interact with, or act on behalf of, Ipswich Basketball Club.

#### **Aims:**

- To protect all children, young people and adults attending the club and who make use of technology (such as mobiles phones, games consoles/hand held devices and the internet) whilst they are within the care of the club.
- To provide staff and volunteers with policy and procedure information regarding online safety.
- To ensure the club is operating in line with our values and within the law regarding how any sports club or organisation uses information technology.

#### **Online safety checklist for club representatives:**

1. Understand the safety aspects including what is acceptable and unacceptable behaviour when using digital technology such as social media sites (e.g. Instagram, X and Facebook), apps, mobile phones, game consoles and the internet.

2. When engaging with digital technology/social media companies (e.g. Facebook, X or Instagram) it is important to ensure that we adhere to relevant legislation and good practice guidelines.

3. Regularly review existing safeguarding policies and procedures to ensure that online safeguarding issues are fully integrated including:

- reporting online concerns about possible abuse
- reporting other breaches of procedures and codes of conduct

4. Decide how your sports webpage/profile will be managed within your club

- vetting and managing the webpage/profile
- training for the person/s managing the organisation's online profile
- involvement from your club's/organisation's designated safeguarding lead person
- ensure any interactive content is moderated by someone trained to be aware of safeguarding issues, e.g. club social media page/discussion forums.

5. Ensure that staff and volunteers, including coaches and players, are aware of the need to protect their privacy online. Staff and volunteers should be encouraged by the club to carefully consider who they give access to their personal information online. All staff and volunteers should ensure that a clear differentiation between their personal and professional profiles.

6. Address safety when adding content to your webpage/profile:

- sports contact details
  - promote your sports webpage/profile
  - promote safe and responsible use
- avoid taking personal details of children and young people
- when uploading content – 'think before you post'
- report fake or impostor webpage/profiles.

7. Address safeguarding when promoting the sport, organisation, events and competitions.

**Online safety checklist for all members of IBC:**

8. Registration or 'signing up' to online accounts:

- choose an appropriate email address to register/set up a profile/account
- ensure appropriate security settings are set up to store personal information

9. Ensure that adequate privacy settings are in place either restricting or allowing access to photos, personal information, comments about others, friends and followers.

10. Players, coaches, parents, staff and volunteers of Ipswich Basketball Club are equally discouraged from posting any material which runs the risk of violating UK legislation of any kind, particularly any material which could be viewed or misinterpreted as foul and abusive language, or in any way intolerant of others.

11. Players, coaches, parents, staff and volunteers of Ipswich Basketball Club are equally discouraged from posting any material which brings the Club into disrepute or causes undue damage to the reputation of the Club. Ipswich Basketball Club is largely dependent on its own social media outlets for publicity.

- The Club will not look favourably on internal disputes or dissatisfactions which are publicised on social media without first being brought to the attention of a coach, committee member or volunteer associated with the Club.

In line with the club's Codes of Conduct, if deemed necessary, misuses of this Social Media Policy empowers The Management Committee to:

- Issue Written Warnings
- Suspend up to indefinitely
- Expel
- Take any other action deemed suitable not covered by points 1-3

### **Section 2: Social Media and Online Interaction**

Ipswich Basketball subscribes to the Basketball England Social Media Policy (available in full at <https://www.basketballengland.co.uk/>). This policy sets out the governing body's guidance on club use of social media accounts, and for individuals to maintain their own safety online.

Basketball England introduced in 2015 a requirement that no coach, volunteer or adult associated with a BE-registered club would be connected with (e.g. 'friends' on Facebook, a follower on Twitter, or a subscriber on YouTube) any player under the age of 18 via social media or instant messaging, regardless of the club that player was associated with. All adults – coaches, volunteers, staff and parents – associated with Ipswich Basketball Club are requested to follow this guidance. (Parents are, of course, allowed to connect with their own children.)

Further to the Basketball England guidance above (BE Social Media Policy, Items 11-12), Ipswich Basketball subscribes to the following summary of communication advice contained in the Basketball England Communications and Player Support Policy (effective 2 February 2017) outlining acceptable methods of communication between club staff and coaches with players of all ages:

<b>Method</b>	<b>Seniors 20+</b>	<b>18 and 19</b>	<b>16 and 17</b>	<b>15 and under</b>
Email	Yes	Yes	Yes with parent cc	Yes with parent cc
Phone call	Yes	Yes	Parent only	Parent only
Text	Yes	No	No	No
Closed Facebook	Yes	Yes	Yes with parent in group	Yes with parent in group
Social Media Direct Message	Yes	Yes	No	No
Whatsapp or Instant Message app	Yes	Group only	Group only	Group only

(Basketball England Communications and Player Support Policy, page 4)

## **Appendix A: Useful links and resources in the management of online safety and child welfare**

**Child Exploitation and Online Protection Centre (CEOP):** [www.ceop.gov.uk](http://www.ceop.gov.uk) and for safety and education materials [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk)

CEOP is a police organisation focused on the protection of children and young people from sexual abuse and exploitation; it has a broad remit and range of functions to help tackle the sexual abuse and exploitation of children – primarily where use of technology is a factor, or media such as the online environment are utilised. It is also a founder member of the Virtual Global Taskforce (VGT), an international collaboration of law enforcement agencies committed to tackling this abuse of children and young people.

**Childnet International:** [www.childnet-int.org](http://www.childnet-int.org)

Childnet International, a charity that is helping to make the internet a great and safe place for children, have developed a set of award-winning resources called Know IT All.

**ChildLine:** [www.childline.org.uk](http://www.childline.org.uk)

ChildLine is a service provided by the NSPCC offering a free and confidential helpline for children in danger and distress. Children and young people in the UK may call 0800 1111 to talk about any problem, 24 hours a day.

**Data Protection and the Information Commission Office:** [www.ico.gov.uk](http://www.ico.gov.uk)

Keeping your personal information personal' – a guide to the Data Protection Act 1998 for Youth, including use of social networking. Also has guidance on the protecting children's personal information for organisations.

### **Good practice guidance:**

Home Office Task Force on Child Protection on the Internet: Good practice guidance on Chat, Instant Messaging, Web Based Services, Moderation, Safe Search and Social Networking Services.

Website: [www.police.homeoffice.gov.uk/operational-policing](http://www.police.homeoffice.gov.uk/operational-policing)

Website: [www.iabuk.net](http://www.iabuk.net)

### **CPSU Briefing on Photographs and Images of Children**

Website:

[http://www.nspcc.org.uk/Inform/cpsu/resources/briefings/PhotographsAndImagesOfChildren\\_wdf60645.pdfInternet](http://www.nspcc.org.uk/Inform/cpsu/resources/briefings/PhotographsAndImagesOfChildren_wdf60645.pdfInternet)

**Watch Foundation:** [www.iwf.org.uk](http://www.iwf.org.uk)

The Internet Watch Foundation (IWF) is the UK internet hotline for reporting illegal online content – specifically child sexual abuse images hosted worldwide and criminally obscene and incitement to racial hatred content which is hosted in the UK.

## **Appendix B: Relevant Club contacts**

If any player, parent or supporter of the club is in any doubt as to the appropriate use of social media or has any concerns over it's use and its connection to the club please contact any member of the Club's safeguarding team by emailing [safeguardingibc@gmail.com](mailto:safeguardingibc@gmail.com)

## Document History

Stored: [www.ipswichbasketball.co.uk/documents](http://www.ipswichbasketball.co.uk/documents)

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## Revision History

Date	Summary of changes
01/05/17	Written by RS
17/05/17	Adopted by club committee
27/08/17	Updated to new format and updated contact details by JG