



## **Heathfield Swim School and Swim Stars South East**

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

#### **Updated: 22<sup>nd</sup> January 2024**

#### **Introduction:**

This policy provides comprehensive guidance on how Heathfield Swim School and Swim Stars South East engage with the internet and social media. It outlines the expected behaviour of staff, volunteers, and the children or young people associated with the organization in the online realm.

#### **Aims:**

The key objectives of our online safety policy are:

- To safeguard all children and young people within Heathfield Swim School and Swim Stars South East who utilize technology while under our care.
- To equip staff and volunteers with pertinent information regarding online safety policies and procedures, enabling appropriate responses to incidents.
- To ensure that our online conduct aligns with our organizational values and legal requirements.

#### **Understanding the Online World:**

In utilizing the internet and social media, our organization commits to:

- Comprehending safety aspects, distinguishing acceptable and unacceptable behavior for both staff and children, across websites, social media, apps, and other digital communication channels.
- Recognizing that irrespective of the device used, be it a computer, mobile phone, or gaming console, the same safety standards apply.
- Adhering to relevant legislation and best practice guidelines when engaging with social media platforms such as Facebook, Twitter, and Instagram.
- Regularly reviewing safeguarding policies to seamlessly integrate online safeguarding, encompassing the inclusion of abuse concerns or disclosures occurring online in our reporting procedures.
- Offering training to the individual responsible for managing Heathfield Swim School and Swim Stars South East's online presence. (Refer to CPSU's online safety guidance for further details.)

#### **Managing Our Online Presence:**

Guidelines for our online presence on social media platforms and the website:

- All social media accounts will be password-protected, with a minimum of two staff members having access to each account.
- A designated person will monitor the account.
- Elliott Stevens will manage the online presence, seeking guidance from Swim England, STA, iOS, and his own safeguarding training.

- Any inappropriate material posted by staff or members, including children, will be promptly removed with an explanation, and all involved parties will be informed, including parents of affected children.
- Account page and event settings will be set to 'private' to limit content visibility to invited Heathfield Swim School and Swim Stars South East customers. Open Facebook and Instagram accounts will be utilized solely for advertising purposes.
- Personal details of children, including addresses, school names, or phone numbers, shall not be posted on social media platforms.
- Posts and correspondence will align with our organizational aims.
- Permission from parents and children under 18 years is required for posting photographs or videos on social media.
- All accounts and email addresses will be appropriate and fit for purpose.

### **Expectations for Staff and Volunteers:**

Staff and volunteers should:

- Familiarize themselves with this policy and adhere to its guidelines.
- Consult the designated safeguarding lead, Elliott Stevens, if concerns arise regarding internet or social media use.
  - Relay messages intended for children and young people to the designated person responsible for Heathfield Swim School and Swim Stars South East's online presence.
  - Avoid 'friending' or 'following' children or young people on personal social media accounts.
  - Ensure that any posted content is accurate and appropriate, considering that young people may follow them on social media.
  - Abstain from communicating with young people via personal accounts or private messages.
  - Copy at least one other staff member into any emails sent to children or young people.
  - Refrain from communicating with children or young people via email outside of office hours (Monday – Friday, 9:30 am – 6 pm).
  - Address any disclosures of abuse reported through social media following the same procedures as a face-to-face disclosure.

For more guidelines on the expectations for staff and young people, including the use of mobile phones and other digital technology, please refer to the complete policy document from Swim England.

## Agreement

This policy is in place following training and guidance to protect our children, young adults, staff and parents or caregivers. By signing below you agree to adhere to the rules and behaviour expected when using our social media platforms and when communicating with our staff.

I \_\_\_\_\_ Relationship to child \_\_\_\_\_  
agree to the terms of Heathfield Swim School and Swim Stars South East Online Safety and Social Media Use Policy.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_ Childs name: \_\_\_\_\_

Child's signature (if 10 years or older) \_\_\_\_\_

I give consent for my child to be photographed or videoed by Heathfield Swim School and Swim Stars South East staff during their lesson for stroke analysis, advertising or celebration of achievement purposes.

Signed (parent/caregiver) \_\_\_\_\_

Signed (child 10 years +) \_\_\_\_\_

I give consent for these photo's to be used on the Heathfield Swim School and Swim Stars South East Facebook pages and Instagram page.

Signed (parent/caregiver) \_\_\_\_\_

Signed (child 10 years +) \_\_\_\_\_

Heathfield Swim School and Swim Stars South East staff receive regular safeguarding training and agree to comply fully with all points set out in this policy. Failure to do so would result in termination of their employment and sufficient and appropriate measures would be taken to resolve any matter that may have occurred.