



Social Media, Digital Communication and Online Safety Policy

This policy outlines how Dudley & Kingswinford Running Club manages its online presence, digital communication, and behaviour on social media, ensuring a safe, respectful, and inclusive environment for all members. It applies to all members, volunteers, and committee members

Managing our Online Presence

All club social media accounts will:

- Be **password-protected**
- Be accessed and managed by **at least two appointed club members**

Designated volunteers will:

- Work with the Club Welfare Officer on safeguarding matters
- Remove any inappropriate content and explain their actions
- Inform affected individuals and parents/carers where children are involved

The club will:

- Maintain **private settings** (e.g., Facebook, Whatsapp) wherever possible
- Decline requests from children under 12 (16 for whatsapp) to join social media groups
- Ensure all members know who manages online accounts and how to report concerns
- Never share identifying personal information (e.g., address, phone number)

Online Behaviours

- Messages will only relate to club activities, such as training times, meeting points, events, results, and club news/success stories.
- The same information will be sent to all relevant members—no individualised messaging.
- No communication may contain offensive, abusive, or inappropriate language.
- Any inappropriate posts will be removed, and safeguarding procedures followed.
- Pause and think before posting
- Be respectful, positive, and inclusive
- Protect personal and club confidentiality
- Do not post offensive, abusive, or discriminatory content
- Do not criticise or speak negatively about club members, Other clubs, officials, or governing bodies
- Do not use insults, or inappropriate language
- Do not engage in online arguments or disputes
- Share confidential club information



Safeguarding

The club has zero tolerance for bullying, including online (cyber bullying), which may include:

- Harassment or intimidation online
- Negative or harmful posts about individuals
- Sharing private information without consent

Cyber bullying is recognised as serious and will be addressed immediately as part of safeguarding responsibilities

What we expect from our club Volunteers

Volunteers must:

- Follow this policy and act as role models
- Seek advice from the Welfare Officer if concerned
- Only communicate with children via **official club channels**
- Maintain professional standards:
 - Use appropriate language (no slang)
 - Keep all communications professional
- Use formal communication methods (e.g. email, face-to-face) when appropriate
- Treat online safeguarding concerns the same as face-to-face disclosures

Expectations of Club Members

Members must:

- Follow this policy and club codes of conduct
- Behave respectfully online and offline
- Protect their own personal information

Reporting Concerns

If there is a concern about online behaviour:

- Report it to the Club Welfare Officer or committee member
- Concerns will be handled in line with safeguarding procedures
- Serious concerns may be referred to
 - UK Athletics Safeguarding Team
 - England Athletics
 - Police, if necessary

Policy Breaches

Club members who breach this policy (and other related policies) will face a warning in the first instance; persistent breaches will be dealt with through the club's grievance and disciplinary policy.

Key Contacts

Club Welfare Officer: Michelle Marney

UK Athletics Safeguarding: safeguarding@uka.org.uk

England Athletics Welfare: welfare@englandathletics.org