



BRITISH TAEKWONDO

USE OF SOCIAL MEDIA POLICY

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This 'Use of Social Media Policy' should be read in conjunction with the following related policies and procedures available on the [British Taekwondo website](#):

- British Taekwondo Safeguarding Children Policy
- British Taekwondo Code of Conduct
- British Taekwondo Use of Photography and Film Images
- British Taekwondo Complaints Policy
- British Taekwondo Disciplinary Code

SECTION 1 POLICY

1.1 Introduction & Aims

British Taekwondo recognises the developing range of technologies used to interactively share, create, discuss issues and content as extremely positive. We encourage individuals and communities to use social media to promote themselves, their clubs, their achievements, and the world of Taekwondo.

However, British Taekwondo will challenge anyone using social media either intentionally or by association to insult, slander, create a risk to personal safety, abuse or attempt to deceive any individual, organisation or the sport of Taekwondo.

Social Media has become a way of life for many people. There are many individuals and organisations in sport making use of social media, however there are also potential risks associated with its use.

This policy aims to lay out an approach to the use of social media to make the most of the benefits while also laying out best practice to minimise the risks to individuals, groups and organisations.

British Taekwondo believes in maintaining the safety of all participants. We will act if improper or inappropriate use of social media is suspected.

This Policy provides guidance for all members, participants, connected participants, volunteers, staff, organisation and third parties to help them understand the acceptable standards of use of social media in Taekwondo. It sets out best practice designed to assist everyone in understanding what the potential risks are in using social media and how these can be managed.

Social networking can be a great tool to promote yourself, your club, British Taekwondo and Taekwondo in general if used in the correct way. For example, British Taekwondo uses Facebook, Twitter/X, Instagram, YouTube and LinkedIn to share news and stories, provide videos and photos to its members and promote events and activities, instantly reaching an audience of thousands and potentially millions.

The purpose of this policy is to:

- Ensure the safety and wellbeing of children and young people and adults at risk. This is paramount when adults, young people or children are using the internet, social media, or mobile devices.
- Provide all staff, volunteers, coaches, members and connected participants with the overarching principles that guide our approach to online safety.
- Ensure that as an organisation we operate in line with our values and within the law in terms of how we use online devices.

This policy is to be read in conjunction with the Codes of Conduct and you are reminded that misuse of social media can result in disciplinary action being taken against a member, coach, connected participant, volunteer or employee. Therefore, this policy statement applies to all staff, coaches, volunteers, children and young people and anyone involved in British Taekwondo activities.

This policy must also be read in conjunction with relevant UK legislation and statutory guidance, including UK GDPR, the ICO's Age-Appropriate Design Code (Children's Code), the Online Safety Act

2023, and any subsequent online-safety or data-protection regulations impacting the digital communication of children and young people. British Taekwondo clubs have specific responsibilities for the safe handling, storage, and sharing of children’s data and images online.]

For the avoidance of doubt, this policy applies to all forms of digital communication, including but not limited to:

- Social media platforms
- Live-streaming services
- Video-conferencing platforms
- Messaging apps (including encrypted apps)
- Online team-management tools
- Digital forums and group-chat platforms

These platforms are covered due to increased regulatory requirements under the Online Safety Act 2023 and the ICO’s Children’s Code.]

1.2 Framework

This policy has been drawn up on the basis of legislation, policy and guidance which seeks to protect all children and young people. Summaries of the key legislation can be found below:

- Online abuse:
learning.nspcc.org.uk/child-abuse-and-neglect/online-abuse
- Bullying:
learning.nspcc.org.uk/child-abuse-and-neglect/bullying
- Child Protection:
learning.nspcc.org.uk/child-protection-system
- Working Together to Safeguard Children 2018
- Care Act 2014

1.3 Definitions

Social Media

Is the collective of online communications and media channels dedicated to community-based input, interaction, content-sharing and collaboration via a range of technologies such as desktop, laptop, tablets, smartphones, gaming consoles and platforms and other internet enabled devices.

Websites and applications dedicated to forums, micro blogging, social networking, social bookmarking, social curation and wikis are among the different types of social media and examples of social media include, but are not limited to, Facebook, YouTube, Twitter/X, WhatsApp, Instagram, TikTok, Snapchat, Pinterest, LinkedIn, Threads, and Reddit.

Young Person

Is used to refer to any person below the age of 18.

Disciplinary Action

Means action taken under the Complaints & Disciplinary Policy of British Taekwondo

1.4 Usage

Whilst clubs, coaches, athletes and members are encouraged to use social media to positively promote their clubs, themselves and their achievements and Taekwondo, the balance between the right to free speech and the responsibility not to insult, slander, abuse or create risks to anyone's personal safety must be borne in mind. This policy seeks to assist all platform users in knowing how to achieve that balance.

SECTION 2 GOOD PRACTICE GUIDANCE

2.1 Introduction

As a general principle it is recommended that the club, athletes, organisation or individual has a webpage/profile which is used for their Taekwondo involvement and that they keep their personal identity, pages and profiles separate. This will help in distinguishing between what is part of a person's private life, and what is part of their life in Taekwondo. Whilst there will always be grey areas between the two, having separate online identities should assist in focussing the mind on what is and what is not appropriate content and usage, before anything is posted.

Social Media as defined above, presents a unique set of challenges for protecting personal safety as all information posted is available to the whole world, indefinitely. Generational differences in understanding the implications of what is being posted means that there are very different perceptions of risk operating. Whilst young people get great benefits from the online communities they belong to and the instant access they have to friends from across the world, they may need guidance for their safety as to what is acceptable and safe use.

British Taekwondo recognises that social networking sites can be a useful tool for judges, coaches and officials within British Taekwondo clubs to share information with other judges, coaches, officials, club members and athletes.

Social networking sites should never be used as a medium by which to abuse or criticise British Taekwondo, British Taekwondo members or British Taekwondo clubs and to do so would be in breach of British Taekwondo Codes of Conduct.

Always remember that anything you say including photos, pictures and video clips posted on your social media account or profile may be shared with people other than those for whom it was intended.

Always be aware that social networking sites are a method of communication like letter writing and the spoken word. They are bound by the same laws and rules. Such technology is instant, and this allows you as the user to react in the 'heat of the moment', where in the past you would have been required to write a letter which would have taken time and allowed for you to think again before

sending. So never place a comment on the Internet that you would not put in writing or say to the individual concerned as to do so may not only breach British Taekwondo Policy but also the law.

The use of social media to target individuals, whether for grooming, exploitation or the increasing incidences of cyber bullying, has created a set of risks to vulnerable people which is a real challenge to manage. Everyone is creating potential risk to themselves when they post personal information.

Examples:

If a person posts they are going on holiday and their address is easily accessible it is clear to see there is an increased risk to their property whilst they are away. By the same token if an athlete posts about being tired, injured or worried about an upcoming event they are giving their opponents information which provides them with a psychological advantage that they would not have otherwise gained.

2.2 Informal vs Formal Communications

Instant messaging applications (informal communications)

- As a person in a position of trust, do not instant message anyone under the age of 18 directly.
- Any group conversations should not be used as formal points of communication or used to share progress of an individual.
- Any group conversation must not contain any under 18's with someone who is over 18 in a position of trust.
- Any group conversation which is acting for the purposes of communicating between a person in a position of trust and under 18's may only contain the parent or guardian of the under 18.
- Any group conversations should have at least two administrators in it.

Emailing (formal communications)

- Emails should never be sent to U18's on a 1-to-1 basis. Communication should be sent to the parent or guardian and if appropriate the under 18 should be copied in. Best practice would have an additional club member also being copied in.
- Where possible send emails from club account not a personal email account.
- If using a club email account ensure that two people can access that account.
- If, in an emergency, direct communication is required with an under 18, ensure that another club member and a parent or guardian are copied in.

2.3 Social Networks

Social Networks are the communities which develop on media applications or via the Internet such as Facebook and Twitter/X.

Those in a position of trust and young persons should not be "friending" or "following" each other, outside of the taekwondo relationship, (adults who are not in a position of trust may choose to have under 18's as friends outside the context of Taekwondo however, as best practice, we advise against

this). Communications for Taekwondo purposes should be through sites/identities which are public and managed by the club, not through personal accounts. Club accounts should have multiple administrators.

Example:

If a coach receives a friend request from a young person who they have met at a training session, they should decline. If the club has a page or identity which allows communication via a public forum, this would be acceptable, provided the site is secure and there are no private messages being sent or received.

2.4 Social Media Do's & Do not's

Do:

- Keep all information private. Do not share any information with anyone you don't know personally.
- Consider restricting your profile, ensure that only people who you want to see your post can.
- Think carefully about what you are posting and from which account if you have both a personal and a club account.
- Keep club pages to invite or private only, this way you can monitor who is on the page.

Do not:

- Add under 18's to any social media network if you are in a position of trust.
- Message, react or comment on any under 18's social media account.
- Post personal opinions as an administrator of an organisation page.

It is accepted that some parents/carers/guardians are friends with their children on networks, in order to monitor the material posted and seen by them. If the adult then accepts their child's friends, this is not something which British Taekwondo has any jurisdiction over. Our primary concern relates to social media usage where the primary relationship is Taekwondo.

Everyone needs to be mindful that:

Social media must not be used to insult, belittle or criticise other members, athletes, coaches, instructors, officials, volunteers or staff of British Taekwondo.

2.5 Opinion vs Fact

Expressing your opinion is fine, being rude in the way you express it or expressing discriminatory views is not.

This could lead to the individual who posted the comment, anyone who forwards or positively affirms the comment, and the person with the administration rights for the site used, being subject to British Taekwondo disciplinary action and/or criminal investigation is appropriate.

Anyone who has posted an offensive message or image is advised to remove the comment as soon as possible to reduce its impact.

All members, connected participants, staff and members of the public can and should report any misuse of social media to the Safeguarding, HR & Compliance Manager at safeguarding@britishtaekwondo.org, so that appropriate action can be taken to maintain the high

standards of behaviour expected within our Taekwondo community. Any reports should be well founded, not a matter of personal opinion and should be provided with evidence.

2.6 Reposting/Sharing

When using Twitter/X or similar tools, reposting other people's comments or posts can be taken that you are adopting the views they have expressed, and you would be accountable for the content. Comments made should be clearly attributable to the individual and not the club or British Taekwondo.

2.7 Club web pages

Clubs setting up web pages, including Facebook pages are advised to ensure that they retain ownership and administration rights over that site. No single individual should have exclusive ownership or administration rights, including the owner/chair. The Club Welfare Officer must be informed about and involved in the administration of any site. All these people should be aware of the laws as per those listed in sections 1.2 and good practice for protecting children from the potential risks of social media.

It is recommended that clubs appoint a designated "Social Media Lead" responsible for compliance with safeguarding, data-protection, and online-safety requirements. This individual should work alongside the Club Welfare Officer to ensure:

- no personal data of under-18s is shared without explicit parental consent
- privacy settings are maximised
- posts are reviewed before publication
- inappropriate content is removed promptly
- data-protection requests (e.g., removal of photos) are handled within legal timeframes.]

The primary purpose of the site should be for promoting the club and Taekwondo and for communicating between members of the club. Privacy settings should be set so that members of the public cannot contact individuals from the club by first establishing a link with the club, via their web page.

A young person's (under 18) social media account may link to the club page, but additional links between the pages of an adult and a young person, should not be made. Remember that privacy settings change frequently and should be reviewed and updated regularly.

Photos and tagging should be used with consideration for the safety implications which these bring. .

Images or videos of under-18s must not be published without prior written parental/guardian consent. Consent must specify:

- whether group photos are permitted
- whether individual photos are permitted
- whether names may be included
- which platforms the club may use
- how long images may be stored or displayed

Parents and children must also be given a clear process to withdraw consent at any time, after which content must be deleted promptly.

All content that includes or may identify a child (image, video, name, username, tags, location data, timestamps, or other personal identifiers) is subject to UK GDPR and the ICO Children's Code. Clubs

must ensure:

- Data minimisation – only essential information is shared
- No sharing of location data, school names, or other high-risk identifiers
- Privacy-protective defaults are used
- No profiling or automated recommendation features are used in relation to children's data
- Consent is obtained, recorded, and reviewable.

It is good practice to provide members with guidance on the use of the club site and issue Acceptable Use Agreements, which the parent/carer of a young person also signs.

2.8.i Advice for Coaches

We want to empower coaches to use social media in a safe, sensible and professional manner to promote Taekwondo activity and avoid safeguarding issues.

Your role as a coach is an important one, where you are responsible for the welfare of your athletes and preparing them for coaching, training, and competition. This can be made all the easier for you by using social media to communicate with your athletes.

However, concerns have been raised about the use of social media in sport. There have been cases where individuals have used it as a means of starting an inappropriate relationship, to bully or abuse. This can be avoided through effective management and implementing measures to safeguard users.

Clubs and coaches looking to use social media should consider the following points:

- Make the most of it – it is a great way to communicate with your members and share coaching info.
- Set up a club specific profile page – encourage members to join this page and openly share appropriate information only as part of the group. No private discussions should take place, particularly between an adult and a young member. Consider including parents in the club page too.
- Be responsible – lead by example; act as an ambassador for your club, region and Taekwondo.
- Remember not all information is for sharing – this should only be taekwondo and club information. Nothing personal, private or inappropriate. Photos and videos may be fine, but only where parents and carers have specifically consented to this.
- Consider other users – will the posting cause offense? Is it appropriate for everyone who is on the site? A third-party moderator should be involved where possible and this could be your Club Welfare Officer.
- Not everyone should be your friend – being personal friends on social media with young people whom you coach is considered inappropriate and must be avoided due to the position of trust you are in.
- Take action – misuse, bullying or abuse should be reported to the Club Welfare Officer, or to the Safeguarding & Compliance Manager of British Taekwondo. Misuse may contravene codes of conduct and be subject to disciplinary or legal action. If you do have any young members as personal friends, then British Taekwondo strongly advises you to remove them from your profile.
- Sensible use – create a guide and provide advice on appropriate use to your players. Consider type of content/information/topics and the rights to remove any inappropriate content.

- Be transparent – communications should only contain basic and relevant information, nothing personal or inappropriate. Copy in a third party to promote transparency, such as parents or the Club Welfare Officer. Think – would anyone think my messages were inappropriate?
- Parents/carers – should consent to and be aware that their children will be communicating with you through these tools. They should be encouraged to be included in the messages.
- Keep up to date with age limits for different platforms – for example, the current age limit (as at February 2024) to use WhatsApp is 16+ whilst other platforms including Facebook is for users to be at least 13 years old. If you want to create a WhatsApp group for members you will need to use parental contact numbers for those under 16.

All digital communication with under-18s must:

- occur only in group environments that include parents/guardians or multiple approved adults
- use club-approved platforms with appropriate privacy settings
- be logged and reviewable
- avoid platforms with disappearing messages or end-to-end encryption unless parents have full access

This reflects best practice and safeguarding requirements outlined by the CPSU, NSPCC, and online-safety guidance.

Parents/guardians must provide written consent before their child is added to any club communication group or online activity (e.g., WhatsApp broadcast groups, Facebook groups, team-management tools, or video-conferencing sessions)

To comply with safeguarding standards and online-safety regulation, clubs must follow these rules when delivering training or events online to u18s:

- Two DBS-checked adults must be present online throughout the session
- Parents must be informed and given consent procedures
- Sessions must not be recorded unless explicit written consent is obtained
- Waiting-room and password protection must be enabled
- Screen-sharing must be disabled for participants
- Private chat functions must be disabled
- Any one-to-one online coaching must be prohibited

These measures align with the Online Safety Act regulatory framework and CPSU guidance on digital safeguarding.

2.8.ii Advice for Officials Under 18

To support the development of coaches, judges or officials aged 16 or 17 British Taekwondo acknowledges that direct communication may be required between them and adult coaches, judges or officials.

Therefore, in such cases if the parent of a young person in a position of responsibility aged 16/17 and the young person themselves requests to have contact with an adult club officer or coach for the purposes of sharing professional information relevant to their role then the following should apply:

- Gain written consent of the parent/carer and young person to have such contact, naming the individual adult and the social networking site concerned.
- The named adult must sign to confirm they understand contact must be regarding matters relevant to the young person's professional role in the club.
- All communications should be shared with a third party – club welfare officer or parent/carer.
- If either party is found to be in breach of the agreement, action must be taken by the club to address the concern and / or the breach referred to British Taekwondo where appropriate.

2.9 Guidance to Members under the age of 18

- Do not ask your coach, judge, helper/volunteer or club official to be your social networking site friend – they will refuse – as this would breach the Code of Conduct and the British Taekwondo Safeguarding Policy.
- Use the internet positively and do not place yourself at risk. Have a look at www.ceop.gov.uk for some useful tips.
- Consider carefully who you are inviting to be your friend and follow the good advice of the social networking sites to ensure you are talking to the person you believe you are talking to.
- Always remember that anything you post on your site may be shared with other people; never post anything that may be:
 - Hurtful, untrue and upsetting and you may regret sharing later on; or
 - Used by other people in a way you did not intend or want.
- Always get advice before uploading photographs of other club members onto the club site as they may not want to share their photo.
- Be aware that communications by social networking are bound by the same laws and rules as writing and the spoken word. It is easy to react instantly in the “heat of the moment”. Never place a comment on the internet that you would not put in writing or say to the individual concerned as it may be a breach of the Code of Conduct or the law.

2.10 Official accounts of British Taekwondo

British Taekwondo maintains a presence on several social media platforms including Facebook, Twitter/X, Instagram, YouTube and LinkedIn.

You can find details of the official British Taekwondo social media accounts via <https://linktr.ee/britishtaekwondo>

British Taekwondo will, from time to time, at its discretion create or close accounts, suspend activity, or use new social media platforms to reach its audiences.

British Taekwondo publishes official information, updates, events etc. on the British Taekwondo website at <https://www.britishtaekwondo.org.uk>

British Taekwondo uses social media to share these updates and links as relevant and appropriate following publication on the British Taekwondo website.

British Taekwondo will, where possible and appropriate, respond to comments, tags, messages on social media channels. However, the first official point of contact for enquiries relating to British Taekwondo is via email to members of British Taekwondo staff, Technical Departments, or the Board.

From time-to-time British Taekwondo will share information from partners, sponsors, and third-party organisations on its social media channels.

Where possible, relevant and appropriate British Taekwondo shares posts and content from member clubs, instructors, members, and other third-parties on its social media channels.

2.11 Unofficial accounts

Unless given specific permission to operate, any social media accounts, groups, pages, profiles or similar, using British Taekwondo branding, logos, name or identifying marks are to be regarded as unofficial and are not sanctioned by British Taekwondo.

British Taekwondo will at its discretion withdraw rights to use the branding, logos, name or identifying marks if the social media accounts, groups, pages, profiles or similar are in breach of this policy.

2.12 Permitted use of the British Taekwondo brand, logo and name

The British Taekwondo brand identity is a key asset of the organisation and must be treated with due care and attention.

There are specific permitted uses of the brand, image, logo and name by member clubs, groups and individuals.

To request permission to use the British Taekwondo name, brand and official logos please contact the Marketing, Digital & Media Manager at marketing@britishtaekwondo.org

2.13 Secure access

Before posting anything online ensure that you have set-up your social media account as securely as possible.

If the account is an organisational one, make sure that there is more than one person with access as a moderator / administrator.

It is essential that you keep a record of all those people who have been granted access to manage / post on your social media accounts.

Records of usernames and passwords should be held separately and securely, with regular changes made to login details.

Any social media accounts, groups, pages or profiles using British Taekwondo branding will need to be accessible and managed / moderated / administered by British Taekwondo head office staff. Permissions to post, moderate etc. may be granted to others upon agreement of the policy and processes.

2.14 Sanctions

British Taekwondo reserves the right to issue sanctions to members for misuse of social media and/or the improper use of brand image, logo and name.

SECTION 3 PRIVACY & RESPECT

It's important to review your privacy setting regularly on any social network. But it's also important to remember that it's possible that everything you send or post – even to your friends – could potentially become public. Once that has happened, it could be seen by anyone and everyone, forever.

Once something starts to spread on the internet it's impossible to control it, even once you've deleted the original. An ill-advised comment or photograph could still be popping up when someone searches for your name years from now – including potential employers or sponsors.

Always ask yourself:

- Am I happy for what I am about to post to be seen by anyone and everyone?
- Am I happy for this post to be attached to my name and easily searchable forever?
- If my post was to appear somewhere I never intended it to go, would I be happy about it?

British Taekwondo can provide advice and guidance on using social media, but at the end of the day it is up to you individually to take responsibility for your on-line reputation. Make it clear that your posts are your own opinions, and not those of British Taekwondo, and own what you say with pride.

SECTION 4 DATA PROTECTION

British Taekwondo clubs must comply with UK GDPR and the ICO Children's Code when handling personal data online. Clubs must:

- keep a record of all personal data shared online and justify its necessity
- maintain a data-retention schedule for images and digital content
- respond to requests for deletion within one calendar month
- ensure all personal data is stored securely and accessible only to authorised personnel
- conduct annual reviews of digital-safeguarding procedures
- complete DPIAs (Data Protection Impact Assessments) for new digital tools or platforms involving children
- report any data breach involving a child to the ICO within 72 hours

SECTION 5 RECORDING & REPORTING

Safeguarding is everyone's responsibility, as is creating and maintaining the high standards of behaviour expected of people in the taekwondo community. For these reasons, everyone is encouraged to report concerns of misuse or inappropriate usage of social media to the appropriate authority either within the world of Taekwondo or outside it.

The first point of contact would usually be the Club Welfare Officer. If the matter relates to a potential safeguarding issue, the Club Welfare Officer must then report the matter to the

Safeguarding Manager of British Taekwondo who will support them on next steps
safeguarding@britishtaekwondo.org

Threats of immediate harm or danger should be reported to the police and/or Children's Services or the Local Authority Designated Officer (where the concern relates to someone in a position of trust), contactable via your local authority as well as forwarded to the Safeguarding Manager of British Taekwondo.

Incidents relating to online grooming, cyberbullying, or harmful content must be reported immediately to the Club Welfare Officer and, where appropriate, the police. Clubs must be aware that online-related safeguarding concerns carry the same mandatory-reporting responsibilities as offline concerns, in line with Working Together to Safeguard Children (updated versions) and CPSU guidance.

Whilst the law does not move as fast as technology, there is legislation and government guidance which applies to social media usage, including:

- Malicious Communications Act 1988
- Protection from Harassment Act 2003
- Defamation Act 1998
- Article 10 of the European Convention on Human Rights
- Equality Act 2010
- Working Together 2018
- General Data Protection regulation 2018

Prosecutions may be made for comments/content posted online. For example, those which are offensive, insight hatred or are of an intimidating nature.

British Taekwondo may also take Disciplinary Action against individuals using social media inappropriately or refer comments of a criminal nature to the police.

SECTION 6 USEFUL CONTACTS

There are a number of organisations who can provide advice and guidance on internet safety and usage, which have been referred to in the development of this policy.

- [CPSU Online Safety](#)
- [CPSU](#)
- [UK Safer Internet Centre](#)
- [CEOP Safety Centre](#)

NSPCC are available from 10am until 8pm Monday to Friday on 0808 800 5000.

Remember – report a concern to safeguarding@britishtaekwondo.org but urgent cases should be referred to the Police and emergency services by contacting 999.